

# Editor & Publisher

® THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

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## Fast footwork has kept the doors open



Sam Newlund  
Staff Writer



Norton Armour  
Legal Counsel  
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Reporters generally make notes, not speeches, in the courtroom. Lawyers generally move slowly, not fast. But recently reporter Sam Newlund of the Minneapolis Tribune found himself arguing his own case—and, thanks to his fast moving lawyer, winning it.

Newlund was the only reporter at a pretrial hearing for a doctor charged with medical fraud. The defense tried to bar press and public. The judge, after a quick reading of the U.S. Supreme Court's Gannett decision, said he thought he should close the hearing.

Newlund stood up at once and asked for time to call the Tribune's lawyer, so he could argue against the closing. The judge agreed. Tribune counsel Norton Armour, called from a conference, was there in a few minutes. The judge decided to close the courtroom anyway—but after another cross-town dash and a second round of oral argument by Armour and others, the Minnesota supreme court reversed the closure a few hours later.

We've come to count on quick and well-prepared response when we call our lawyers for help—something we have to do too often these days.

We're especially proud when a reporter like Sam Newlund thinks fast on his feet—so the lawyers can do their stuff.

Charles W. Bailey

Charles W. Bailey, Editor  
Minneapolis Tribune



# media quiz:

- 1.** What ABC daily paper in Los Angeles County has been second in total advertising lineage every year since 1975?
- 2.** What newspaper in Los Angeles County ranks 31st in the nation in total classified advertising lineage?
- 3.** What newspaper in Los Angeles County serves an exclusive market area where the median income exceeds the county average by 20%?
- 4.** What newspaper in Los Angeles County's circulation has increased for 30 consecutive years?

Answers to questions 1 through 4:

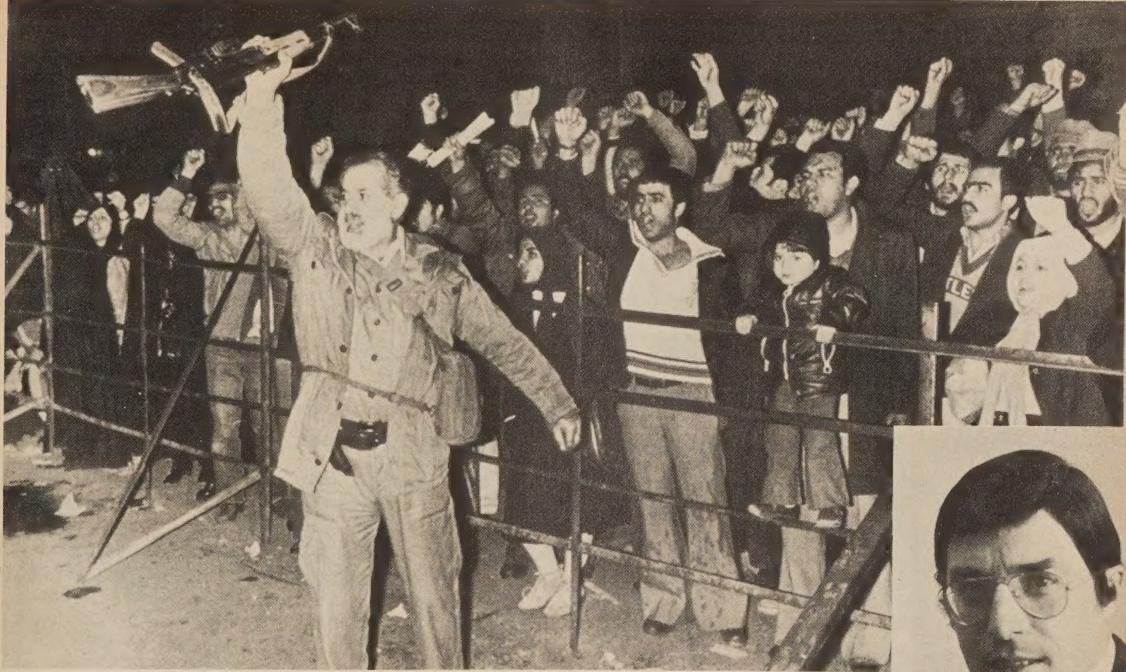
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# SURPRISED, HUH?

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Sources: Editor & Publisher Annual Lineage Reports,  
ABC 1950-1979, Sales & Marketing Management 1979



## Scripps League's Lee Roderick: Only reporter to talk privately with hostages

"It was Thanksgiving Day—a day we'd never forget," wrote Roderick, Scripps League Newspapers' Washington Bureau Chief, in breaking his story from Iran.

"After weeks of captivity, the last thing they expected was to toast the holiday with a fellow American."

It began with a tip: Rep. George Hansen was about to undertake an unofficial "peace mission" to crisis-torn Iran. Roderick decided on the spot to go along.

Hours later he was in Tehran. Interviewing top government leaders. Wading through angry demonstrators. And landing the coveted prize: a private, searching talk—beyond earshot of Iranian guards—with the three Americans\* held captive at the Foreign Ministry. No other American reporter has duplicated the feat.

Returning to Washington, Hansen's peace mission was angrily denounced by the Carter administration. But here developed a story—still unfolding—to vital and too real to be suppressed.

What's happening in Iran? We sent Lee Roderick halfway around the world to find out. And he did.

\*U.S. Charge d'affaires Bruce Laingen, Political Officer Victor Tomseth, and Security Officer Michael Howland.

*"Proclaim liberty through all the land unto all the inhabitants thereof."*

(Lev. 25:10)

# Scripps League Newspapers

Washington, D.C. Office, 1395 National Press Building



## EDITOR & PUBLISHER CALENDAR OF EVENTS

January 1980		February 1980		March 1980	
S	M	T	W	T	F
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	31	
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
30	31				

### JANUARY

- 16-17—First Amendment Congress, Philadelphia, Pa.  
17-19—Wisconsin Newspaper Association, mid-winter meeting, Stevens Point, Wisconsin.  
26—Florida Bar's Media-Law Conference, Curtis Hixon Hall, Tampa, Fla.  
20-23—International Newspaper Advertising Executives sales conference, Hyatt Regency, Dallas, Tex.  
21-25—ANPA/Ri Management Introduction to New Technology, ANPA Research Institute, Easton, Pa.  
24-26—Texas Press Association, Rodeway Inn & Conference Center, Arlington, Texas.  
24-26—Kentucky Press Association, Executive Rivermont, Owensboro, Ky.  
26-29—Great Lakes Newspaper Production Conference Inc., Detroit Plaza Hotel, Detroit.  
27-Feb. 2—Suburban Newspapers of America Management Conference, Wailea Beach, Hawaii.

### FEBRUARY

- 4-8—ANPA/Ri Direct Screen Color Separation Seminar, ANPA Research Institute, Easton, Pa.  
10-12—Southern Newspaper Publishers Association production conference, Orlando Hyatt House, Kissimmee, Fla.  
11-15—ANPA Management Development Workshop, Water Tower Hyatt House, Chicago, Ill.  
13-15—Ohio Newspaper Association, Sheraton-Columbus Hotel, Columbus, Ohio.  
14-15—Inland Cost Clinic, Hyatt Regency O'Hare, Chicago.  
14-17—Annual California Newspaper Publishers Association Convention, Hotel del Coronado, Coronado, Calif.  
20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.  
22-24—Mississippi Valley Classified Managers and National Telephone Supervisors, Hyatt Regency Hotel, Chicago.  
25-29—ANPA/Ri Basic Offset Press and Plate Seminar, ANPA Research Institute, Easton, Pa.  
25-29—ANPA Key Executive Seminar, Royal Orleans Hotel, New Orleans, La.  
28-March 2—Maryland-Delaware-DC Press Association, Ramada Inn, Baltimore, Md.

### MARCH

- 2-4—Texas Daily Newspaper Association, La Posada Hotel, Laredo, Texas.  
2-5—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.  
6-9—New York Press Association, mid-winter convention, Americana Inn, Albany, N.Y.  
9-11—New York State Publishers Association, Rye Town Hilton Inn, Rye, N.Y.  
10-14—ANPA/Ri Management Introduction to New Technology, ANPA Research Institute, Easton, Pa.  
13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.  
14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.  
16-18—First Amendment Congress, Williamsburg, Va.  
16-19—ANPA Conference for Young Newspaper Men and Women, Don CeSar Beach Resort Hotel, St. Petersburg, Fla.  
16-19—ANPA Labor Negotiators Seminar, Houstonian Inn, Houston, Tex.  
18-21—Inter American Press Association, board of directors, Hotel Caribe, San Jose, Costa Rica.  
19-22—National Newspaper Association, government affairs conference, Hyatt Regency, Washington, D.C.  
23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.  
23-25—ANPA/INPA Strategic Planning Seminar, Houstonian Inn, Houston, Tex.  
24-28—ANPA/Ri Camera Techniques Seminar, ANPA Research Institute, Easton, Pa.

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# Newsbriefs

## 1st Amendment Congress on tv

Johnson & Johnson will underwrite the videotaping of the First Amendment Congress in Philadelphia, January 16-17, with the prospect of producing a television documentary.

The Congress will focus on the importance of a free press, and Walter Cronkite, the CBS anchorman, will be keynote speaker. Television facilities for videotaping the Congress will be provided by WHYY, the public television station in Wilmington/Philadelphia.

In announcing a \$20,000 grant to the Sigma Delta Chi Foundation for the videotaping, Lawrence G. Foster, corporate vice president of public relations for Johnson & Johnson, said: "Every American has a stake in the freedoms granted under the First Amendment to the Constitution, and Johnson & Johnson feels it is important to record the proceedings of this historic Congress."

## Ad space donation reported

Greenville (S.C.) News-Piedmont donated more than 24 full pages of advertising space to the 1979 local United Way campaign. The space was valued at \$28,318.

Eleven locally based advertising agencies contributed original layouts for the newspaper ad campaign. Each agency was allowed 88 column inches to produce one ad promoting a United Way organization. Each ad was published at least twice in each newspaper, the News and the Piedmont.

The United Way campaign collected \$2.5 million, a 12.1% increase over 1978.

## NAPP to expand plant

NAPP Systems (U.S.A.), San Marcos, Calif., has announced plans to invest \$9 million in a plant expansion project to be completed by mid-1980.

The company attributed the move to increased demand for its plates and equipment. According to James A. Wilkens, vice president marketing and sales, more large letterpress papers are looking at NAPP as an alternative to offset conversion. Wilkens believes this is due to the high cost of offset presses, the additional paper waste factor at a time when newsprint is rapidly increasing in cost, and the success of present NAPP users from a quality and cost standpoint.

NAPP's new high production Titan System was introduced at ANPA/Ri's convention in Las Vegas last June. The first units are presently being installed at the *New York Post* and the *Philadelphia Inquirer*.

## Reporters plan book on election

The *Washington Post* and Berkley Publishing Corporation plan to publish a book on the 1980 presidential election.

A team of writers and reporters including David Broder, William Greider, Lou Cannon, Haynes Johnson, T.R. Reid and Martin Schram, will produce copy for the book, which will be under the supervision of the Post's deputy managing editor Richard Harwood.

Berkley plans to utilize an instant production technique in order to have the book available on the newsstands approximately six weeks after the presidential election.

Broder is a columnist and associate editor of the Post. Johnson is the author of five books. Both are Pulitzer Prize winners. Schram is White House correspondent for the Post. Greider is the Post's assistant managing editor for national news. He will direct the Post's 1980 presidential campaign coverage. Reid is completing two books on politicians and Congress and Cannon has written three books.



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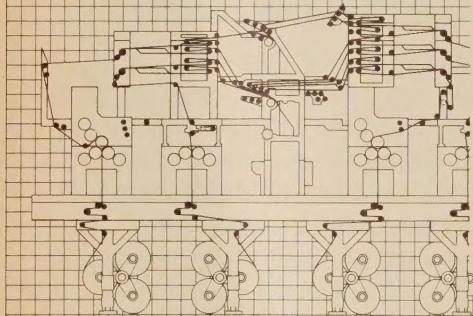
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# Rockwell International is more than a builder of printing presses for most major U.S. newspapers.

## Much more.

Schematic drawing shows paper rolls (on floor below press) and newsprint passing through printing cylinders.



Our Goss web offset presses are currently serving publishers around the world. In fiscal 1979, we sold Metro Offset units to publishers in eleven countries. We manufacture a full line of web offset printing presses, and auxiliary equipment and systems, including some for smaller newspapers and commercial printers. Printing presses, however, are just one of Rockwell's general industries businesses.

Rockwell International is a major multi-industry company, applying advanced technology to a wide range of products — in automotive, aerospace, electronics and general industries. Following are some examples of our balanced diversification.

### General Industries.

(Sales, fiscal 1979: \$1.2 billion.)

Rockwell is making news with many products besides printing presses. We're one of the world's largest suppliers of high-technology valves for the energy market and for general industry. We also make textile equipment, industrial sewing machines, power tools and products for utilities.

Our extensive technology is also being applied to the world's growing need for alternate sources of energy. We're involved in projects for nuclear energy, coal gasification, flue gas desulfurization, and solar, wind and geothermal power.

### Aerospace.

(Sales, fiscal 1979: \$1.6 billion.)

Rockwell products in this broad category range from Navstar satellites to business aircraft. We also have a long, proud history as a designer and builder of military aircraft.

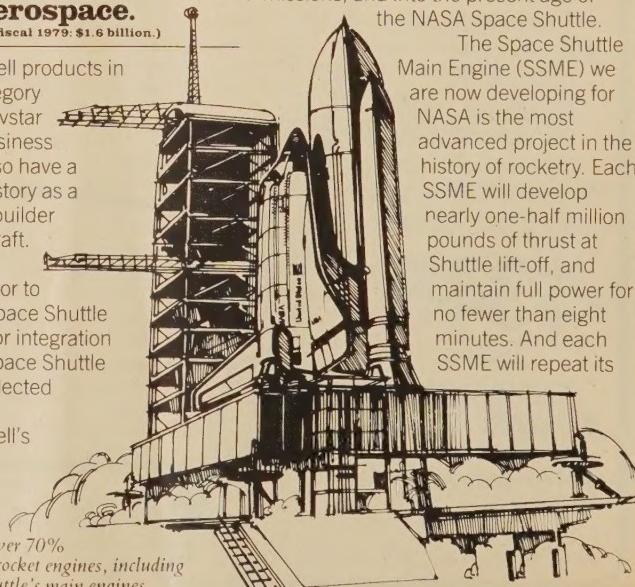
We're prime contractor to NASA for its Space Shuttle orbiters, and for integration of the entire Space Shuttle system and selected payloads.

Rockwell's rocket engine

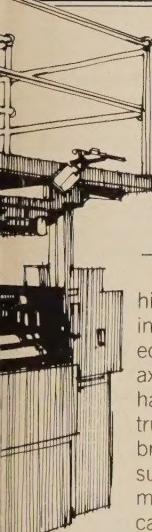
*We've built over 70% of America's rocket engines, including the Space Shuttle's main engines.*

technology has played a vital role in America's space program — before and during all of the Apollo moon missions, and into the present age of the NASA Space Shuttle.

The Space Shuttle Main Engine (SSME) we are now developing for NASA is the most advanced project in the history of rocketry. Each SSME will develop nearly one-half million pounds of thrust at Shuttle lift-off, and maintain full power for no fewer than eight minutes. And each SSME will repeat its



Offset printing is now feasible on large presses: our Goss Metroliner offers major daily newspapers improved speed, economy and reproduction.



performance on fifty-five separate launches, or a total of 7½ hours of operation. It's the world's first reusable rocket engine, for the world's first reusable spaceship.

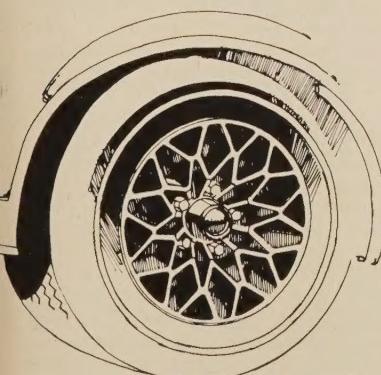
### Automotive.

(Sales, fiscal 1979: \$1.8 billion.)

One-half of the highway tandem tractors in North America are equipped with Rockwell axles — and more than half of the heavy-duty trucks stop with Rockwell brakes. We're also a major supplier of drivelines, mechanical devices, castings and other

components for trucks, trailers, buses, vans and passenger cars.

Producing styled wheels for cars, vans and light trucks is another of our strong automotive capabilities. We're not only a major supplier of styled aluminum wheels to the automotive aftermarket, but to a growing number of



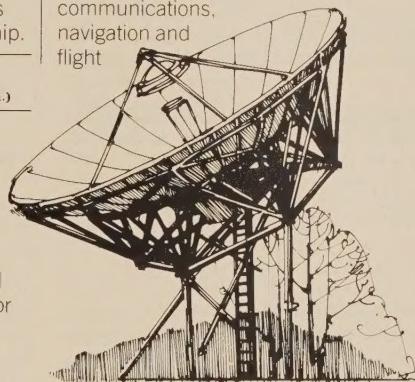
*Rockwell's styled aluminum wheels can lessen a car's weight up to 34 lbs.*

America's car manufacturers as well. We also manufacture steel wheels and wheel covers.

### Electronics.

(Sales, fiscal 1979: \$1.5 billion.)

We're one of the world's leading suppliers of avionics — communications, navigation and flight

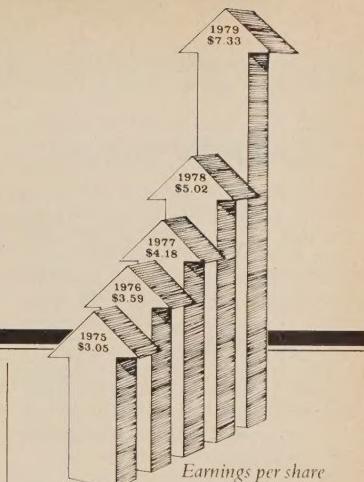


*Rockwell was the first to design and build a complete satellite communications earth station.*

control equipment — for air transport, general aviation and government aircraft. We also make microelectronic systems and devices, telephone call distribution systems, and missile guidance and control systems. And we manufacture and install telecommunications systems for businesses and governments worldwide.

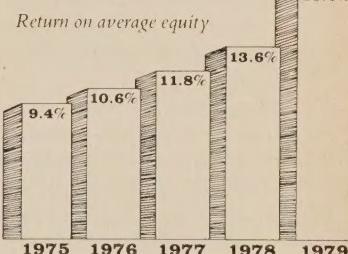
In addition, we're playing an important role in bringing you television entertainment from the Public Broadcasting Service. Many public television programs are beamed into space and relayed via satellite for broadcast to homes all over America. And 162 earth stations, constructed by our Collins Transmission Systems Division, do the receiving.

Together, they form the world's largest satellite communications network, and provide public television stations with added economy and program flexibility. Another Rockwell-built network of 204 earth stations is now being completed for the National Public Radio Service.



### Earnings up in '79 4th consecutive year.

Rockwell International's total sales for fiscal 1979 were \$6.2 billion, up 16 percent over \$5.3 billion in the prior year. Net income totaled \$261.1 million, or \$7.33 per share, an increase of 48 percent over 1978 net income of \$176.6 million, or \$5.02 per share. Return on average equity has increased to 18 percent, which places the company among the top



one-third in the *Fortune 100* listing of U.S. industrial corporations. This is a substantial improvement over the previous year and nearly twice that of 1975.

For more of the Rockwell story, or if you're interested in an Engineering career with us, please write: Rockwell International, Dept. 815EP-28, 600 Grant Street, Pittsburgh, PA 15219.



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# Editor & Publisher

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Ferdinand C. Teubner, Publisher

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959



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Audit Bureau  
of Circulations  
Member American  
Newspaper  
Publishers Association



6 mo. average net paid June 30, 1979—25,375

## Guild-ITU merger

Some members of The Newspaper Guild are having second thoughts about the proposed merger with the International Typographical Union. This should be true particularly of news department members of the union and it should have occurred a long time ago.

For the third time in recent months international Guild officers have abandoned strikers, mostly from the news departments, at three different newspapers. From a strictly union management point of view these were essential and practical decisions made necessary by the Guild's bankrupt status.

At the same time, some members of the New York Guild local are realizing that the bark and bite of the Guild will be totally muffled by the controls exercised under the merger plan by ITU members.

Guild members who are in news department jobs should know that their minority position in the present union (as opposed to advertising, circulation and commercial department members) actually represents great influence compared to what it will be under the ITU tent.

## Big joke!

A New Yorker held a press conference last week to announce the *New York Times* had published his obituary as the result of a hoax he had arranged to gain publicity. In order to get by the system of checks usually followed by the newspaper he had enlisted the aid of almost a dozen other people.

Big joke! So what! All it proved was that any group of people who are prepared to tell convincing lies for each other can do the same thing. It has all been done before. The practice of planting phoney stories in newspapers has been going on for a long time. Sometimes they are called "trial balloons." If it doesn't fly right, deny it all and accuse the newspaper of inaccurate reporting.

What's an editor supposed to do? Twentieth Century morality has undergone a lot of changes from the 19th Century or Victorian brand. Fortunately, lying is not yet accepted as a norm.

The satisfaction of having fooled an editor and a newspaper by lying about something must be short-lived. The humor of it certainly is.

## Students or terrorists?

The myth that those who invaded the U.S. Embassy in Tehran and are holding hostages there are just a bunch of "students" occasionally is perpetuated in print and over the air. It has been evident for many weeks they are terrorists bent on creating chaos for their own political ends.

The White House and the State Department are making a deliberate effort to impress this difference upon the public.

Let's call a spade a spade in print and on the air.

## The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; The Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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**Washington Correspondent:** I. William Hill

**West Coast Correspondent:** M.L. Stein

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**San Francisco:** 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

**Washington:** 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

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## Media critic does a report on Pulitzer

"Caprice and sentiment" often influence the selection of Pulitzer Prize winners, David Shaw, *Los Angeles Times* media critic, alleged in a recent 3-part Times series on the awards.

In the series that began January 6, Shaw said that last year he spent 6 weeks traveling around the country to look into the entire Pulitzer Prize process. His research, he added, included interviews with every member of the 1979 Pulitzer board as well as with many past board members, jurors, winners and other editors and reporters.

Shaw said he also examined board minutes and nominating jury reports for "every year available since the present system began in 1947 . . . records still officially closed to the public and unavailable through the Pulitzer office."

"What emerges from this study," Shaw wrote, "is a surprising, fascinating, complex, often contradictory portrait of a process now influenced far less by politics and cronyism than its detractors charge—and influenced far more by caprice and sentiment than its progenitors, participants and benefactors would have the general public believe."

Shaw said that on at least 2 occasions the board overturned jury recommendations because a board member happened to spot a cartoon or series not submitted by the jury "stuck it in his pocket that morning, pulled it out during the meeting, showed it around or read it aloud—and swayed enough votes to switch the award."

His probe, Shaw continued, also turned up these facts:

- The *New York Times*, which has been represented on the Pulitzer board all but 4 years since 1917, has benefited more than any other paper from board votes overturning jury recommendations for Pulitzers.

- The *Washington Post* has lost more Pulitzers on board overturns of jury recommendations than any other paper.

- The west is "vastly underrepresented" on the Pulitzer board, juries and in the number of prizes awarded.

Shaw quoted one board member as saying, "Basically the board members tend to read each other's papers from Chicago east and the prizes reflect that."

In the last five years, Shaw reported, 90% of the jury nominations have been for papers in the Eastern half of the United States. In the past 10 years, 102 of the 112 Pulitzer prizes have been won by papers in the Eastern half of the U.S.

The anecdotal series presented material indicating that Pulitzer board members have voted for their friends' papers, even though the entries may have lacked

## Progressive battles gov't to declassify bomb records

The *Progressive Magazine* is still battling in Federal District Court, Milwaukee, to open up certain records that the Government had labeled classified during its attempt last year to stop the magazine from publishing a story about the h-bomb.

The Government abandoned its attempt to stop publication of the h-bomb article after the *Madison (Wisc.) Press Connection* and several other papers printed a letter containing much of the same information that the Government was trying to suppress in the *Progressive* article.

In the court records on file, however, there were 68 instances, ranging from a few words to entire documents, that the Government had labeled classified and these were not made public when the Government dropped its case.

"We have asked that all in-camera merit. But board members also told Shaw that they could recall voting against friends and for their competitors.

"Nevertheless," Shaw said, "only twice in 63 years . . . have Pulitzer Prizes been awarded without at least one going to a paper represented on the Pulitzer board, and interviews, and statistical analysis make clear that, in years past, the board was often less than a model of equity."

According to Shaw, in the 25 years that Associated Press President Kent Cooper served on the board, AP won 14 Pulitzers and United Press didn't win one. UP, which became UPI, won its first award the year after Cooper left the board, and has since won 7 more.

Shaw quoted Gardner Cowles Jr., former board member, as saying, "Cooper just saw to it that UP didn't win any Pulitzers."

Shaw includes instances of board infighting and portrays Benjamin C. Bradlee, executive editor of the *Washington*

court materials be made part of the public record," Erwin Knoll, editor of *Progressive* said.

"Last week, the Government notified the court that it had declassified some 40 of those 68 items and our lawyers are now examining the remaining items to determine what we do next," he said.

Knoll said the *Progressive* ran up nearly \$250,000 in expenses as a result of its effort to publish the h-bomb story and its subsequent effort to get classified court documents opened up to the public. Of that total, he said, the magazine still owes about \$80,000.

Knoll said the *Progressive Foundation*, established last spring to conduct a public education campaign on issues of secrecy and censorship, will continue to operate. He said it is an organization that is autonomous from the *Progressive Magazine*.

Post, as one of its more controversial members.

According to Shaw, when the board discussed the addition of non-journalists to its ranks last October, Bradlee's response was "over my dead body."

Shaw then quotes Eugene Patterson, editor of the *St. Petersburg Times*, as saying, the board "listened to Bradlee and then voted his ass right down," approving the inclusion of 3 non-journalists to the board.

Bradlee himself was quoted by Shaw as conceding, "anything that Bradlee's for automatically lost 10 to 2."

Bradlee resigned from the Pulitzer board in October, more than a year before his term was to expire. According to Shaw, this was largely because the board had just named William Rasberry of the *Washington Post* to the board and it was generally agreed that the presence of two Post men would "undermine both the credibility of the prizes and the Pulitzer fund drive."



## WINTER

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Hartford Courant .....	27%	Worcester Telegram-Gazette .....	8%

Source: Circulation '79/80

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# Mistrial in S.F. antitrust case as jurors fail to reach verdict

A retrial will be sought in the antitrust suit against the *San Francisco Chronicle* and *Examiner*.

Arthur Shartsis, one of two attorneys representing the two Bay Area weeklies and four others who brought the suit, said January 7, shortly after a mistrial was declared, that the plaintiffs would try again.

U.S. District Court Judge William Ingram declared a mistrial in the trial (which began November 19) after the four-woman, two-man jury deliberated for four days. The jury said it could not reach a decision on one of three issues. Any decision had to be unanimous.

The plaintiffs, the *Pacific Sun*, the *Berkeley Barb* and four employment agencies, were challenging the dailies' 1965 joint operating agreement. They claimed they were harmed by the pact and contended it did not meet the terms of the Newspaper Preservation Act.

Under the Federal law, newspapers can only form a joint company to handle non-editorial functions when the survival of one paper depends on it. The 1970 act was designed to combat the trend of one-newspaper towns and offers retroactive protection from antitrust laws.

The plaintiffs, in the trial, said the Hearst Corp., publishers of the *Examiner*, could have reversed the newspaper's losses.

The defense maintained the *Examiner* would have folded without the pact.

Besides combining business, printing and other non-editorial functions, the San Francisco agreement ended competition between the morning *Chronicle* and the *Examiner* by switching the Hearst paper to the afternoon.

It also ended publication of the existing Hearst afternoon newspaper, the *News-Call Bulletin*. The *News-Call Bulletin* was heavily in the red.

According to attorneys in the case, the jurors were able to agree the *Chronicle* would have survived without the agreement and the *News-Call Bulletin* would have been doomed even without it.

But the jurors deadlocked 3-3 and could not decide if the *Examiner* would have survived without the pact.

Unlike most trials, in this civil case the burden of proof rested with the defense. To win its case the defense had to convince the jury the joint operation agreement met the provisions of the *Newspaper Preservation Act*.

Shartsis said in his closing argument that earnings from the *Examiner*'s more profitable years should have been put

back into the newspaper. Instead, he claimed, the Hearst Corp. "drained" \$35 million in profits.

There were three ways the *Examiner* was "drained" by the Hearst Corp., according to Shartsis. First, the *Examiner* paid for the *American Weekly* Sunday supplement, but did not receive a share of its ad revenue. Second, the newspaper paid the Hearst advertising service double the fee the *Chronicle* paid for similar services. Also, Shartsis said, the *Examiner* had to pay \$650,000 a year for management services he claimed the newspaper never benefited from.

Previous testimony from Chicago newspaper consultant John Malone, a plaintiff witness, had put the cost of replacing the *Examiner*'s old plant at about \$8 million. Malone had said a new plant would have cut losses by \$2.1 million a year.

In his closing argument December 27, defense lawyer Richard J. Archer admitted the *Examiner* could have cut its losses (which reached \$2.6 million a year in 1961) with new equipment, but not have ended them. The plaintiffs have contended that the Hearst Corp. relied on old and costly systems and equipment to produce and distribute the newspaper and this practice contributed to the newspaper's poor financial health.

The aging equipment were also blamed another way (during the trial, which started Nov. 19), for the *Examiner*'s loss of circulation.

One of the plaintiff witnesses, a former *Examiner* sports editor who is now a *Pacific Sun* executive, had testified the newspaper could not print late election returns and sports scores because of the *Examiner*'s old equipment, while the *Chronicle* was able to publish the late-breaking results.

William German, a defense witness and managing editor of the *Chronicle*, had denied this was true.

Shartsis also told the jury in his closing argument the *Examiner* lost circulation to the *Chronicle* in the years before the joint operating agreement because of the *Chronicle*'s price cutting.

In 1961, when the *Examiner* loss reached its nadir at \$2.6 million, the *Chronicle* surpassed the *Examiner* in circulation for the first time. In 1961, the *Examiner*'s circulation was about 278,000 and the *Chronicle*'s was about 300,000.

Testimony during the trial by Harrison A. Mitnick, treasurer-controller of the Hearst Corp., had showed the

*Examiner*'s losses from 1958 to Sept. 12, 1965, the day before the operating agreement took effect, totaled \$9.6 million.

According to James Rosse, a defense witness and a Stanford University economic professor, the post-agreement period of 1966-1974 brought each paper pre-tax profits of more than \$1.6 million in each of the nine years.

By 1965, the *Chronicle* had a circulation of 363,322 and the then morning *Examiner* had a circulation of 299,585. In March 1979 the *Chronicle* had a circulation of 498,100 and the afternoon *Examiner* had a circulation of 159,879.

During the trial, it had been established the *Chronicle* was selling below cost to increase its circulation and ad rate base. However, the plaintiffs contended that the *Examiner* did not try to meet or beat the price cutting, a move that might have ended the *Chronicle*'s circulation gains.

During his closing argument, Shartsis depended on letters written by former *Examiner* publisher Charles Gould to the Hearst Corp. management. In the letters, written in the early 1960s, Gould maintained if he was given \$10-to-\$12 million to wage a price war, he could have turned a profit for the *Examiner* within 15 months.

"That letter tells you everything you need to know," Shartsis told the jury.

The next day, Dec. 28, Harrington presented his closing arguments.

The Hearst Corp. "intentionally" refused to modernize equipment or improve distribution and decided to seek the joint operating agreement because it would be more profitable than other alternatives, Harrington contended.

In his rebuttal which followed Harrington's closing arguments, Archer repeated the *Examiner* could not have survived without the joint operating agreement.

The defense attorney quoted earlier testimony by Randolph A. Hearst, chairman of the Hearst Corp. and president of the *Examiner*, to prove that if there had been another way for the *Examiner* to have continued publishing, the Hearst Corp. would have snatched it up.

Hearst had said he "would much prefer to be in the morning field and make \$1 million than in a (joint) agency agreement and make four (million)," because the newspaper was founded as a morning publication by his father.

However, in Shartsis' closing arguments, the plaintiffs' attorney noted Hearst had admitted that the joint operating agreement had made the *Examiner* the most profitable newspaper in the Hearst Corp. chain.

# Guild pressures local into accepting buyout

By John Consoli

The Newspaper Guild's leadership has once again thrown in the towel, only this time it must be considered a major defeat since it occurred in a strong pro-union market under the auspices of the New York unit.

After a bitter eight-month battle, Guild members at the *Elizabeth (N.J.) Daily Journal* were forced by International Guild officers to accept management's "buyout" offer.

Under the management offer accepted by the Guild, a total of \$300,000 will be distributed among the members, with the amount of each check to be determined by length of service.

Each Guild member will have the option of going on a preferential rehire list instead of accepting money.

Guild President Charles Perlik and secretary-treasurer Charles Dale had warned Guild members that strike benefits would be cut off if management's offer was not accepted, according to local Guild representative Jim Kelly.

On December 18, the Elizabeth Guild members voted 27-12 to accept the same management offer they had rejected both in June and on December 11.

The acceptance of management's proposal, will in effect, eliminate the Guild at the newspaper, according to Kelly.

This was the third time the Guild has thrown in the towel in the last few months.

In October, the Guild surrendered its position as bargaining agent for editorial employees at the *Oakland Press* in Pontiac, Michigan.

Around the same time, a strike against the Panax-owned Mellus Newspapers in Michigan ended when the Guild ceased strike benefits for out of work Guild members.

In Elizabeth, however, the blame for the union's failure to win a new contract was laid squarely on the International.

"Our International suffers from what many unions do today," Kelly told *E&P*. "They are so damn fat that they act more like management than like unions."

"Our International president finally showed up after eight months and told us we had to throw in the towel," Kelly said. "If we didn't, Perlik and Dale indicated they would recommend to the International Executive Board that our strike benefits be cut off."

Kelly said his union was forced to ac-

cept the same management proposal it "overwhelmingly" turned down twice before.

"If your own union leadership is not going to support you, where are you going?" he asked.

"We are very unhappy with the International and plan to put out a synopsis of the strike and send it out to every local Guild chapter so they can see what type of people we have at the top," Kelly said.

Kelly was not the only local Guild leader who was unhappy with the International's handling of the strike.

A member of the Newspaper Guild of New York, Local 3's executive committee, which had poured more than \$300,000 into the Elizabeth Guild's strike paper, *The Community Paper*, said, "The International didn't support the strikers until the very end when they sent in a representative. It was a half hearted effort by the International."

Patrick Smith had taken a leave of absence from the *New York Post* to run the strike paper and members of the New

York unit pitched in to help out on their days off.

Even the Mayor of Elizabeth, Thomas Dunn, publicly declared himself in support of the Guild. Dunn called Hagadone Newspapers, owners of the Journal, out of towners who had little knowledge about or interest in Elizabeth.

The strike's bitterness surfaced when Smith was beaten and hospitalized on September 12. Similar instances in Wilkes-Barre, Pennsylvania, had rallied the community around the unions striking the local paper there. The strike paper in Wilkes-Barre is still operating as the strike enters its second year.

The strike paper in Elizabeth, however, never really caught on. It operated at a deficit of about \$7,000 a week and by late November the Executive Committee of the New York Guild voted 11-4 that it could no longer afford to fund the strike paper. Funds were cut off as of November 30 and the paper stopped publishing.

The Newspaper Guild of New York did, however, continue to pay the strikers health benefits in addition to the cost of maintaining the strike headquarters.

Without the strike paper to put economic pressure on the Journal, the Guild had considerably weakened its position.

Local Guild members were still determined to keep the strike going—perhaps by organizing an ad boycott against the Journal. They never got the opportunity.

(Continued on page 11)

## Proposed strike provision may snag ITU-Guild merger

An objection by the Newspaper Guild of New York to an element in the union's tentative blueprint for merger with the International Typographical Union, has cast a dark shadow over Guild president Charles Perlik's hope that the merger will take place this year.

Stating that it is "disturbed and dissatisfied," the New York Guild's executive committee has objected to a new system that would make it harder for local Guild units to call a strike.

The principle behind a merger, said Harry Fisdell, executive vicepresident of the New York Guild, should be "to gain muscle, so we can tell the publishers to go to hell."

Fisdell said the proposed system would "for the first time, give up the Guild's principle of majority rule."

The new system would increase the difficulty of getting strike sanction from the merged International organization.

Currently, if a Guild local wants to call a strike or walkout, it must seek strike sanction from the paid officers of the Newspaper Guild—President Charles

Perlik and Secretary-Treasurer Charles Dale. Should they deny sanction, the local can appeal to the Guild's 16 person International Executive Board (composed primarily of rank-and-file members) and a simple majority vote by the board can overturn the paid officers' veto and grant the right to strike.

The proposed system would require a two-thirds majority vote by an International Governing board made up of Guild and ITU members in order to overturn the paid officers decision.

Perlik has predicted that "there is every reason to believe a full merger is now in prospect, with a vote in 1980." But the merger cannot take place without a referendum vote by the full membership of both the Guild and the ITU.

The Guild's constitution requires the merger plan be approved by the International Executive Board and the Guild Convention before it can be submitted to Guild members in referendum. Thus, a united effort against the plan by the sizable New York Guild unit could put a serious snag in the merger proposal.

(Continued from page 10)

International called to say they wanted to set up a meeting and it was at that meeting that local Guild members were given the ultimatum—take the buyout offer or salary benefits would be stopped.

"I feel we did not do terribly well for them," said one member of the New York Guild chapter executive committee. "Cutting off the strike paper funds did not force them to accept management's proposal, but it certainly helped."

The Guild started the strike with 84 members and about 10 crossed the picket lines, according to Kelly. Another 20 left the union during the course of the strike, he said.

The strike had been called after management insisted on a clause in a new contract that would permit executives to do jobs the Guild contended were formerly performed by union members. Management said the jobs under dispute had been performed in the past by management and not Guild employees.

Why couldn't the Elizabeth Guild continue to operate a strike paper to put other economic pressure on the newspaper's management like the unions are doing in Wilkes-Barre, Pennsylvania?

The unions in Wilkes-Barre are united. In Elizabeth, the craft unions did not honor the Guild pickets.

"They were too thinly staffed (in Elizabeth) to put out a daily (strike) newspaper like that," said one New York Guild rep. "They did not have enough people to put out a good strike paper and to also maintain strike pressure in other areas. The editorial product was good, but there were problems in distribution.

"Many circulation people took other jobs and the distribution system (of the strike paper) suffered," the Guild rep said. "The only way to make the strike paper profitable was to put out a free circulation paper and try to convince advertisers that it was a good ad vehicle. They didn't have enough money to buy the newsprint to do this."

"Had they been prepared for a strike in advance, like they were in Wilkes-Barre, it might have been different," the New York Guild rep said.

In addition to the alleged lack of support by the International Guild office, Guild members also talked about in-fighting among the local Guild executive committee—some of who had threatened to cut off funds to the strike paper before November.

Kelly said as of this week, only one Guild member had asked about how the rehire procedure works. He said most of the Guild members will accept the buyout and "look to start their lives over somewhere else."

Kelly said the International, from the outset, should have sent in a fulltime rep-

## Equipment company buys Kansas daily from Lee

Inland Industries, Inc. of Lenexa, Kansas, has purchased the *Kansas City Kansan*, a 20,000 circulation daily, from Lee Enterprises. Closing and ownership transfer will be effective January 18.

Inland is a holding company with one of its major subsidiaries being Inland Newspaper Machinery Corporation, a newspaper production equipment company.

The *Kansan* becomes Inland's largest daily newspaper. Inland also owns the *Mt. Pleasant (Iowa) News* and has majority interest in the *Chillicothe (Mo.) Constitution-Tribune*; the *Dickinson (N.D.) Press*; and the *Crookston (Minn.) Daily Times*.

Kansan editor and publisher Charles Walk will take a new assignment with Lee. He will be replaced as publisher by James Muscia. Muscia will also serve as general manager.

Muscia, 48, also becomes vicepresi-

representative to assist with strike procedures. He said the death blow was the threat to cut off strike benefits.

Neither Perlik or Dale were available for comment, but one International Guild representative, who did not want to be identified, said a fulltime International rep was not sent to Elizabeth earlier because the New York Guild office has fulltime officials who should have done the job.

He said in Wilkes-Barre there are no fulltime Guild officials and therefore, International reps were sent in from the outset of the strike.

The Guild is also having financial problems. Its net worth as reported at the July convention was minus \$1.5 million, primarily the result of a \$3.5 million operating deficit for the 1978-79 year. This was caused primarily by the payment of strike benefits to the New York unit during the pressmen's walkout at the New York City papers in 1978.

The Elizabeth Journal is New Jersey's oldest daily. It was founded in 1779 by Alexander Hamilton and has a circulation of about 48,000. It is owned by Hagadone Newspaper Co., based in Idaho. It was the paper's first strike and the newspaper published during the strike's duration.

## Correction

The listing of the 25 largest U.S. dailies (E&P—Dec. 28) incorrectly posted the *Kansas City Star* as No. 25 with a total circulation of 280,635. The spot should have gone to the *Dallas News* with a daily circulation of 286,781, an increase of 12,901 copies over Sept. 30, 1978 Fas-Fax figures.

dent and a substantial stockholder of a new corporation that has been set up to run the paper—The *Kansan* Publishing Co., Inc.

Muscia joins the *Kansan* from Hammell Newspapers, a group of five dailies and five weeklies. Muscia served Hammell as executive vicepresident.

Prior to joining Hammell, Muscia was owner and publisher of the *Logan (W. Va.) Daily Banner*. He also owned and operated Logan Printers, Inc., a job printing and office supply company and the *Jeannette (Pa.) News Dispatch*. He was also a principle in the *Hinton (W. Va.) Daily News*.

The *Kansan* was purchased by Lee Enterprises from Stauffer Publications in 1976. The paper was established in 1921.

The newspaper brokerage firm of Vincent J. Manno & Associates of New Canaan, Connecticut handled the latest sale negotiations.

## Jurgensmeyer resigns from Knight-Ridder

Hal J. Jurgensmeyer, 48, has resigned as senior vicepresident of Viewdata Corp. of America, a subsidiary of Knight-Ridder Newspapers that is developing a prototype electronic home information service.

Jurgensmeyer said he plans to pursue a career in university teaching.

Jurgensmeyer joined Knight-Ridder in 1964 and in 1966 became general manager and treasurer of The *Miami Herald*. Before joining Knight-Ridder, Jurgensmeyer was an executive with International Business Machines. He was elected an officer of Knight-Ridder, vice-president of operations, in 1973 with responsibility for the business operations of Knight-Ridder's daily newspapers. In 1976 he was named senior vicepresident/operations and later senior vice president/planning.

One of his projects was the development of an electronic home information service, which Knight-Ridder will begin to test this spring in Coral Gables, Florida. Jurgensmeyer became senior vicepresident of Viewdata Corp. of America when a subsidiary was formed in 1978.

## Suicide ruled

Axel Springer Jr., 38, photographer and heir to West Germany's newspaper group, was found dead January 2. Hamburg police said Springer, who worked as a photographer under the name Sven Simon, died of a self-inflicted gunshot wound.

# Ad calculators catch fancy of sales reps

By Andrew Radolf

Knight-Ridder Newspaper Sales has developed media analysis software for a portable calculator.

Named KRIMP (Knight-Ridder Inter-Media Planner), the off-line system designed for K-R papers shows the effectiveness of multiple insertion ad schedules in newspapers when compared to radio and television.

KRNS president Edward Parmelee called KRIMP (Knight-Ridder Inter-Media Planner) "a leap forward for our industry's selling of target audiences and continuity schedules."

Added Frederick Weiss, Jr., KRNS vicepresident and marketing director, "Newspapers can now project audiences for unlimited schedules without using expensive on-line services."

KRIMP can project both target and total audience figure for any type of insertion schedule in either single newspapers or papers with A.M./P.M. combinations.

The system also gives comparative cost and audience data for various types of media mixes and ad schedules including radio/newspapers, television/news-papers, or all three together. It can show the results of adding a newspaper schedule to an existing radio and tv schedule or of substituting a newspaper schedule into a reduced radio and television buy.

KRIMP eliminates the need for on-line calculations by enabling newspapers to use their own marketing research results when providing retailers with audience date within their ADI's and SMSA's. Papers with their own marketing data can substitute national reader per copy figures into KRIMP's programs.

The KRIMP package consists of 14 programs on magnetic cards for the portable Texas Instrument TI-59 calculator.

After entering the target audience, the paper's audience and two issue net, number of insertions and costs, KRIMP prints out results showing the net reach, gross impressions, gross rating points, and costs per thousands of the schedule. The package includes a 60-page manual with separate sections for each of the 14 programs.

The system was developed by Mark Mattison, KRNS marketing manager, and Jack Allen, president of BCI, a New York computing firm.

Mattison said KRNS will be demonstrating the KRIMP system in its New York City office on January 16.

KRIMP is in use by Knight-Ridder newspapers in Grand Forks, Duluth, St. Paul, Macon, Aberdeen, San Jose,



Ad calculator

Wichita, Charlotte, and Columbus.

Branham Newspaper Sales has purchased a KRIMP system from KRNS.

"We have embraced the system developed at KRNS," stated Joseph Lafferty, Branham's marketing director. "We're hoping it becomes the standard of the industry."

Lafferty said Branham views KRIMP and similar systems as providing the newspaper industry with a counterattack against anti-newspaper programs such as the Katz Agency's Circanalysis which touts the advantages of television as a retail advertising medium.

"All of these programs will help our salesmen present an analysis of newspaper's effectiveness in inter-media positioning," he commented and added, "I don't want to see everybody running off and saying 'Our system is better than their system.' Let's all work together on this."

Knight-Ridder Newspaper Sales said it wants to turn the KRIMP system package over to the Newspaper Advertising Bureau for marketing to the industry.

"We would like to see the system available to all newspapers for widespread use in selling against broadcast competition," remarked KRNS's marketing director Frederick Weiss.

Branham supports KRNS's plan, according to Lafferty, who declared: "We're 100% behind this (KRIMP) being moved forward by the Newspaper Advertising Bureau."

The Newspaper Advertising Bureau is still evaluating KRIMP's capabilities and has not endorsed the system, NAB vice-president of marketing and planning, Charles Kinsolving, told E&P.

"The bureau has not finished its evaluation of KRIMP," Kinsolving stated. He added that NAB "is working to synthesize" KRIMP with its own computer analyzed data system, CANDO, but that "it is incorrect to say the bureau intends to sell the TI-59."

Kinsolving said problems over the kinds of projections KRIMP is designed to handle "have to be resolved."

He maintained the KRIMP computes newspaper cum curves as being "curvilinear" when they should be treated as "a couple of plateaus," and therefore "produces results too far away from reality" in its analysis of the reach and frequency distribution of a combination of newspapers.

Sawyer-Ferguson-Walker is employing an inter-media analysis system called The Media Calculator which uses Telmar and DM System's software with the TI-59 (E&P, January 5).

John Mennenga, Sawyer-Ferguson's marketing director, said his company's system and KRIMP do "essentially the same thing."

KRNS believes KRIMP has the advantage of having been developed by newspaper people for newspapers. Mennenga feels Sawyer-Ferguson's system has "greater credibility" because its software was created by Telmar, "the largest time sharing media system in the country. Most of the ad agencies are doing business with Telmar already. It provides the credibility of an unbiased, third party system which you won't get with a proprietary system."

Mennenga also contended there is no need for the Newspaper Advertising Bureau to become involved in the development and selling of these systems.

"I don't see what they (NAB) could add," he commented. The fact that it (a media analysis system) isn't the bureau's avoids suspicion by the agencies."

## Metric ton price for newsprint raised to \$440

Consolidated-Bathurst announced (January 8) an increase of 6.5% for 30-pound newsprint effective May 1.

Both U.S. and Canadian customers will receive the increase that is expected to be matched by other newsprint manufacturers.

Present U.S. 30-pound newsprint is priced at \$375 per short ton. The new increase for a metric ton (2,204.6 pounds) raises the price to \$440 in U.S. dollars. Previously the U.S. dollar price for a metric ton was \$413.

Consolidated-Bathurst announced July 20, 1979, an 8.7% increase for a metric ton or \$33 (U.S.) effective October 1, 1979. This has been the second time in recent years that Consolidated-Bathurst has led the industry in announcing a price increase. The company is the fourth largest newsprint producer in Canada.

It was disclosed on January 10 that C-B and Sceptre Resources Ltd. had completed a transaction whereby C-B acquires 1 million common shares of Sceptre at \$10 per share and receives an option to acquire an additional 500,000 shares at \$12 per share until August 10, 1981.

# INAE sales conference in Dallas

The International Newspaper Advertising Executives' 124th annual sales conference is scheduled to begin next week in Dallas.

Billed the "Dawn of a Decade of Decisions" by program chairman Dick Ockerblom, vicepresident marketing/sales for the *Boston Globe*, the conference will get underway Monday morning, January 21, in the Dallas Hyatt Regency Hotel with a keynote address from Eugene Patterson, president and editor for the *St. Petersburg (Fla.) Times* and *Independent*.

Convention registration will begin at noon, Sunday, to be followed by a pair of early evening receptions and a welcome dinner. No work sessions are planned Sunday.

Following Patterson's Monday morning address, Newspaper Advertising Bureau president Jack Kauffman will lead the bureau's annual report to the INAE. This year's presentation will concentrate on Newsplan and NABSCAN updates along with highlights from many of the new bureau shows now under development for use this year.

After the bureau presentation, Bob Levenson, vicechairman of the board of Doyle Dane Bernbach, Inc., will address the creative opportunities newspaper offer the national advertiser and the advertising agency. Sam Papert Jr., president of the Texas Daily Press league, will close out the morning sessions with a look at ways to develop more professional general advertising salespersons.

Monday's convention luncheon speaker will be Al Casey, chairman of the board of American Airlines. His talk will focus on the current trends and pressures affecting the air transportation business, the marketing plans the airlines will probably use to address these problems and where newspapers fit into the overall picture.

Opening the afternoon session will be Frank Hennessey, vicepresident/cooperative advertising, Newspaper Advertising Bureau, Chicago, with "The Great Co-op Discovery." Ikard Smith, president of McLurkin's Department Store in Wichita Falls, Texas, will share the podium to relate a success story involving his store's use of co-op advertising with tremendous results. Paul Hirt, vicepresident/promotions, *Chicago Sun-Times*, will present ideas on how to build and give effective newspaper presentations. Rounding out the afternoon session will be Larry Goodman, vicepresident/department store sales, and Al Eisenpreis, vicepresident/retail marketing, Newspaper Advertising Bureau, New York City, with the

Bureau's new show, "Retailing into the 21st Century."

Marvin Veal, Jr., current president of the Association of Newspaper Classified Advertising Managers and the classified advertising director of the *Dallas Morning News*, will begin the Tuesday morning sessions with an update on ANCAM's current activities and projects. He will introduce Eric Anderson, the Newspaper Advertising Bureau's director of classified marketing, who will present "Newspapers Go the Distance—for the Automotive Advertiser." Bill Crume, Crume & Associates, a Dallas agency specializing in agri-business advertising will speak on "Harvesting Agri-Bucks," followed by two testimonials to the value of agri-business advertising from Mark Atkinson, director of advertising, *Eau Claire Leader-Telegram*, and George Crawford advertising sales manager, *Regina Leader Post*. This program segment will be introduced by George Weckman advertising director, *Mankato Free Press*.

Continuing the Tuesday morning session will be Marie Holland, vicepresident/telephone sales for the NAB, with "Retail Telephone Selling." Next is "Research Input on Your 1980's Marketing," by Ed O'Neil chairman of INAE's Research Committee and the advertising director, *Dayton News & Journal Herald*; John Mennenga, Sawyer-Ferguson-Walker; and Ed Spar, president, Market Statistics, a research firm located in New York City. Wrapping up the morning session will be Herb Zeltner, group vicepresident for Crain Communications, who will deliver a major presentation on the history of advertising and how it has changed over the years. Zeltner will also venture a look into the future, viewed from the angle of how it may affect marketing concepts, competitive media and the challenges of the marketplace.

Addressing the Tuesday luncheon will be Dr. Thomas Staudt, vicepresident/marketing group, American Motors Corporation, with a look at the problems facing the automotive industry now and in the coming decade.

The afternoon sessions will be devoted to IDEAS Tables, under the chairmanship of Dick McClenen, display advertising sales manager, *Detroit News*.

Tuesday evening is the association's Annual Dinner Dance in the Reunion Ballroom and will feature entertainment by singer Gordon MacRae, comedian Don Rice III and dancing until midnight to the Charles Meyers Orchestra.

The Wednesday morning program will get underway with announcement and presentation of the awards for the Best 10, Best Energy and most effective use of color judged from the nearly 2,000 ad panels expected to be displayed. Exhibits Committee chairman Dave Tansey, advertising manager of the *Waterloo*

## Entrants in E&P color contest put on display

Exhibits of award winners and finalists in EDITOR & PUBLISHER's 23rd annual Color Awards Competition are being displayed for advertisers and ad agencies in the ten key advertising centers in the U.S. The presentation of the displays is being arranged by chapters of the Newspaper Advertising Sales Association located in those cities.

Dick Matula, Newhouse Newspapers, coordinator of the program, said that "NASA believes that exposure of these excellent examples of color creativity and reproduction will encourage advertisers and their agencies to give greater consideration to the utilization of color in newspapers."

The displays include national and retail advertisements, plus examples of news and feature editorial color, representing a wide range of circulations and geographic areas.

*Courier-Record*, will lead this segment.

Highlighting the entire sales conference's goal of providing key subjects of great import into the 80's will be the session especially planned for the Wednesday finale. It has been structured to concentrate on the vital areas of increasing both management and staff expertise through special emphasis on motivation, training and the building-in of these objectives in the executive's strategy.

First up will be Jim McKearin, Jr., chairman of INAE's Sales Training Committee and the vicepresident, marketing for the *Kansas City Times & Star*, who will announce INAE's major new staff training project dealing with retail marketing. He will be followed by A. Lee Snow, president of A. Lee Snow & Associates, a firm dealing in training, consulting and program development. Completing the session will be "What You Are Isn't Necessarily What You Will Be," the long-awaited sequel to Dr. Morris Massey's "What You Are Now is Where You Were When," which was first presented at INAE's 1975 Denver meeting. Making this concluding presentation will be Terry Heineman, an associate of Dr. Massey.

The sales conference will adjourn at noon, Wednesday.

## Welch promoted

Leroy Welch, who has been with Hickey-Mitchell Company for 19 years, was elected senior resident vicepresident of the company. Welch is former circulation manager of the *Hornell (N.Y.) Tribune* and the *State College-Centre Times* in Bellefonte, Pennsylvania.

# Study shows newspaper ad reaches prospective buyer

By Bill Gloede

The Newspaper Advertising Bureau's Continuing Ad Performance Study has produced its first definitive results, and its indicators suggest advertisers seeking prospective buyers produce more results at lower costs by using newspapers.

The CAPS study, an ongoing research program designed to demonstrate the effectiveness of newspaper advertising, generated its first data in early June after 339 ads in 21 newspapers were tested among 150 readers on the day of publication through telephone interviews.

The results showed that prospective buyers of the advertised items are the readers most interested in newspaper ads, particularly if the advertised store or brand is a definite or possible choice when the purchase is actually made.

The study surveys readers by asking them on the day of publication if they have purchased a newspaper and read it, and then asks them to retrieve the newspaper and turn to a particular ad. The reader is questioned on whether or not he noticed the ad when he/she read the paper. The interviewers then ask the reader whether or not he/she planned on buying the advertised product, considered buying the product, did not consider buying the product or had no interest at all.

After detailed analyses of the data collected NAB vicepresident/research B. Stuart Tolley found that:

Overall, 86% of the newspaper readers had opened to the average page with advertising. About half the readers were prospects for the advertised product; that is, they stated that they were likely to make such a purchase within the next year. Among these prospects, three out of four (76%) reported interest in the average ad as compared to 18% of the non-prospects—those not likely to make such a purchase within the next year.

Even among the prospects, there were widely varying levels of interest in each ad based on the reader's rating of the store or brand. For example, among prospects who rated the advertised store or brand as a definite choice for making the purchase, nine out of ten (90%) reported interest in the advertising. Among prospects who said the advertised store or brand was a possible choice, 78% were interested in the ads. And even among prospects who said the advertised store or brand ranked as an unlikely choice, nearly half (48%) reported interest in the advertising.

Based on further analyses of these figures, Tolley reported that the average ad

generates interest among almost half of the non-prospects who aren't in the market for the merchandise, but who report that the brand or store would be their first choice if they were to make such a purchase. Among non-prospects who rated the store or brand as a possible choice, a third expressed interest in the advertising.

He concludes that newspaper advertising not only works to select the best sales prospects for the advertiser but also to reinforce store or brand image among those who are not prospects for the advertised items, thereby creating prospective customers for items featured in future ads.

Tolley, assuming that the 48% level of reader/consumer interest in advertising is constant throughout all media, compared the CAPS data to Burke recall scores for television advertising, although the Burke studies do not attempt to measure consumers' interest in advertising. The Burke studies do measure recall among users and non-users of an advertised product.

Tolley found that among the 48% who report interest in advertising, television reaches 51% of prospective buyers and 47% of non-prospective buyers while newspapers reach 76% of the prospective purchasers and 18% of the non-prospects.

Utilizing those estimates, Tolley considered a \$1,000 advertising budget in an average top 50 market. The \$1,000 would buy approximately two 30 second spots on tv, and reach an average of 127,500 viewers. Of those, some 63,700 would be considered prospective buyers. The total cost per thousand spent to reach the prospects is \$15.38. For non-prospects, the cost increases to \$16.69 per thousand reached.

The same \$1,000, if put into a single 600 line newspaper ad, would reach a total of some 300,000 readers. Of those, some 115,140 would be considered prospects. The total cost per thousand prospects reached would be \$4.34 and \$18.34 for each thousand non-prospects reached.

## Large sections

The November 8 issue of the *Cleveland Press* carried the largest Camera and Photo Supply section in Northeastern Ohio history. Edwin R. Worth, advertising director of the Press, said the tabloid contained 47,500 lines of advertising in 52 pages. On Thanksgiving day, the Press published a 28 page Gift tabloid which carried 30,770 lines of advertising.

## We're Sorry!

Dear Long Island,

Consumers Distributing would like to apologize to the Long Island customers who received the wrong catalog.

Consumers Distributing Newsday Catalog Showrooms

Long Island, New York  
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# B.J. Cutler named editor of Scripps-Howard papers

Appointments of B. J. Cutler as editor-in-chief of Scripps-Howard Newspapers and Dan K. Thomasson as editor-in-chief of the Scripps-Howard News Service and Washington bureau chief were announced.

Cutler's appointment was announced by Charles E. Scripps, chairman of the board of The E. W. Scripps Co., and Thomasson's by Gordon Hanna, general editorial manager of the company.

They succeed respectively Earl H. Richert, who is retiring after 43 years with Scripps-Howard, and Jack Steele, who retired September 30 after 27 years in the concern's Washington bureau. Both Richert and Steele reached age 65 in the past year.

Cutler, 55, has been chief editorial writer for the Scripps-Howard Newspapers since 1972 and Thomasson, 45, has been managing editor of the Washington bureau since 1976.

Cutler, former editor of the *Paris Herald-Tribune*, has been a newsman for 34 years, with 14 of those years spent abroad as a foreign correspondent and overseas editor.

Born in New York City, he received a degree in mechanical engineering at Pennsylvania State College before starting to work as a reporter for the *Pittsburgh Press*, a Scripps-Howard newspaper, in 1945. Cutler, who enrolled in engineering school at his father's request, became interested in journalism in college, serving in many positions on the Penn State newspaper, and decided he preferred reporting to engineering.

After six years on the Pittsburgh Press he joined the *New York Herald-Tribune* and in 1956 was named that newspaper's Moscow correspondent. In 1958 he was named chief of the Herald-Tribune's Paris bureau and in 1960 and 1961 successively became managing editor and editor of the European edition of the Herald-Tribune.

He rejoined Scripps-Howard Newspapers in October, 1966, as chief European correspondent, based in Paris. For the next three years he roamed Europe and the Middle East, covering most big stories of that period including the 1967 six-day war between Israel and the Arab countries.

In 1969, he returned to the United States to become a member of the general editorial board of the Scripps-Howard Newspapers, specializing in foreign affairs. In that position, he often traveled abroad to gain first-hand knowledge of issues of the day. He was named chief editorial writer of the Scripps-Howard Newspapers in 1972.

He lives in the Georgetown section of

EDITOR & PUBLISHER for January 12, 1980



B. J. Cutler

Washington and has acquired a considerable reputation as a wine connoisseur. His wife, Carol, is a widely known writer of cookbooks.

Thomasson, before becoming managing editor of the Washington bureau, had been the bureau's top investigative reporter and scored many scoops. One of them revealed John F. Kennedy's close friendship with a California woman who also was a close friend of Mafia Chieftains. He spent much time on the story of Sen. Ted Kennedy's car accident at Chappaquiddick.

During those investigative reporting years, *Washingtonian* magazine labeled him "one of the lean grey wolves of Washington journalism."

A native of Shelbyville, Ind., Thomasson graduated from Indiana University in 1956. In college he served as editor of the *Indiana Daily Student*, the campus publication on which famed war correspondent Ernie Pyle started his career.

He worked briefly for the *Indianapolis Star* following college and then was drafted into the Army and sent to Fort Sill, Okla. There he edited the post newspaper, moonlighted on the *Lawton Constitution* and found time to court his wife, La Queta Forducey.

He joined the Scripps-Howard *Rocky Mountain News* in Denver in 1959 and served as statehouse reporter and political writer, winning honors. He was named Washington correspondent for the *Rocky Mountain News* in 1964 and was appointed to the national staff of Scripps-Howard Newspapers in 1967.

He and his wife have four athletically inclined children, the eldest a football-playing freshman at Virginia Military Institute.



Thomasson



Lindsay

Richert spent his entire career with Scripps-Howard, starting as a reporter for the *Oklahoma News* in 1936, following graduation from Oklahoma State University, where he served as editor of the college daily for two years. After the *Oklahoma News* folded, he joined the Scripps-Howard *Indianapolis Times* in 1939 and in 1944 became a regional correspondent in Washington for the Scripps-Howard Ohio newspapers. He was promoted to the national staff and covered the White House during the Truman Administration, including the Truman campaign of 1948. In 1951 he was named editor of the *Evansville Press* and in 1959 returned to Washington as head of the Washington bureau. Ten years later he was named editor-in-chief.

The Scripps-Howard editors in a resolution passed at their recent annual meeting at Saw Mill Creek Lodge in Ohio said of Richert's 43-year career:

"He served the newspaper industry as an effective advocate of the highest standards of editorial integrity and professionalism.

"He served his company as an able editor and a dedicated executive.

"He served his associates as a wise and experienced mentor . . .

"They (the editors) will miss most his counsel in moments of difficulty, his leadership in moments of uncertainty, and the warmth of his friendship at all times and in all circumstances."

Richert and his wife, Margaret, in late spring plan to move to their "adopted" hometown of Evansville, Ind.

Powell S. Lindsay was named managing editor of the Washington Bureau of Scripps-Howard Newspapers.

Lindsay, 45, has been serving as assistant managing editor since May of 1979. A Knoxville, Tenn., native and a graduate of the University of Tennessee, Lindsay joined the staff of the *Knoxville News-Sentinel*, a Scripps-Howard Newspaper, in 1956. In 1966 he became Washington correspondent of the *News-Sentinel* and the *Memphis Press-Scimitar*, also a Scripps-Howard paper.

Lindsay joined the national staff of Scripps-Howard News Service in 1970, serving on general assignment and later as chief congressional correspondent. Lindsay became a national editorial writer for Scripps-Howard Newspapers in March of 1978 serving until his appointment to assistant managing editor.

# NEWSPAPER LIBRARIES— Automated and non-automated systems

## Non-automated approaches

By Kathleen Trimble,

Librarian,  
*Toledo Blade*

In an era when linotype machines are museum pieces and copy editors peer into VDT's, newspaper management can be somewhat impatient with the collection of paper—millions of pieces of it—known as the newspaper library.

Computers have transformed the newspaper industry, simplifying production, saving time and money. Almost no one who knows how to manipulate the new machines misses the old ones. The industry is ready to update the library.

Here, too, changes are beginning to be seen in recent years. Newspaper libraries are using computers to index stories, store obituaries online, order serials, retrieve photo negatives, and maintain subject heading lists. The most exciting computer use, however, is the automated retrieval of news text stored electronically or in microform. Both innovations seek a solution to the problems of an unwieldy, ever-growing collection of clippings, where the desired article seems to be frequently misplaced or checked out.

A library system that adds hundreds to thousands of clippings to its collection every week can have problems in maintaining order and file integrity. But there are advantages to the much maligned clipping library, beyond the "hard copy" newsprint so beloved by machine-hating diehards.

Unlike a computer system, the clipping file is a true inverted or subject-oriented file. In other words, everything on one subject is filed in one place. Selection from automatically indexed, randomly stored material can be cumbersome if computer input and search strategies are not handled very carefully by the librarian.

Just as in the manual system, the librarian must intervene, not only to apply consistent "descriptors" or subject headings to the topics reporters describe in many, diverse words, but also to translate reporters' vague and colorful questions into queries meaningful in an information system.

The librarian must know that the "Taj Mahal" is the new county jail and must find out whether the reporter who has asked for "everything on China" really wants information on the pandas given to the United States by China, or the amount of grain exported to China from the United States, or the population of China, or . . . a news article on the Consumer Price Index might not mention the "cost of living," but the library anticipates the need to have the articles on the cost of living filed together. The library's chief function is, and will continue to be, "reading between the lines."

Manual clipping library systems, properly managed, can handle the problems of subjects and semantics fairly well. Most newspapers already have libraries, but many cannot justify automating their library operations, at least at present, because of expense, limits to computer capabilities, and current and potential library use.

There is no reason why these libraries cannot function and serve their newspapers well. While the quantity of materials and services varies with the size of the newspaper (and library), the quality need not. The benefits of centralizing information, insuring background, continuity and accuracy, and saving time and money can be realized by large and small newspapers alike.

The most critical task of the library operation, and also the most time-consuming, is the processing of information for the files. Whether the library is automated or manual, if the news text is not properly analyzed, classified and stored, it

cannot be retrieved quickly when needed.

Classifying, clipping, and filing hundreds to thousands of clippings every week is an operation of mind-boggling detail. Great numbers of duplicate clippings are necessary so that all major subjects are covered and, if possible, every file is self-contained, without cumbersome cross-references. A reporter fifteen minutes before deadline cannot and will not search a file on an entire legislative session for background on one tax bill. Proper subject analysis of a news story when it is classified puts the background in one file, in the reporter's hands.

The most basic function of the newspaper library is the subject classification of the newspaper's articles. This classification must be systematic and consistent if retrieval is to be dependable.

To insure consistency, many newspaper libraries have developed a system of subject heading control. Control helps prevent a story on increases in college tuition from being filed "Universities—Finances" this week and "Colleges—Tuition" next week or next year. The control system may take the form of a card file, for example, or a computer printout, an online listing or a typed list. The most experienced librarians may have a sound knowledge of the subject headings in the file; almost all, however, will admit to gaps in their memories. Changes in personnel and in the news itself require that the growth of subject headings be controlled. If the library is ever automated, good subject heading control will continue to pay off by providing both access to old (but important) clipping files and useful terms for enhancing computer indexing.

A good newspaper library has a fast, efficient and effective method of handling photographs so that they can be retrieved when needed by editors, photographers, artists, and others. This is a particular challenge since only one copy of each exists, unless duplicate prints or negatives are made. Again, this means a good classification scheme, based on user needs. Photos are classified according to the subject of the photograph, not the subject of the article with which it has run. A picture of a barn is of little use filed, like its accompanying article, under "Farm Prices." Careful identification of persons and places portrayed in the photograph is absolutely essential, as are the date the photo was taken or received by the library. Some libraries attach dated cutlines to the photograph, while others type or write pertinent information on the back.

Some libraries also classify and file the photo negatives retained by the newspaper. Indexes by subject and photographer, as well as by date, usually provide better access than photographers' own files. More compact than photo prints and apparently less subject to chemical decomposition, negatives can become a valuable, irreplaceable local history collection. Whether the newspaper uses a very simple system or a sophisticated computer retrieval approach, development of this resource requires little space but appreciable personnel time.

Another resource of great potential is the reference collection. Many newspapers have books scattered through many departments. Duplication of resources can be avoided and time and money saved by locating such materials in the library, where they are accessible to all. In addition, librarians, who are experts on books and their contents, can get the most out of reference materials more quickly than the average browser. If the library lacks the time to do the

ordering paperwork and cataloging, vendors can help. The rewards of building a reference collection make the expense and effort worthwhile: quicker, more complete, and more accurate information for reporters and editors on deadline.

The newspaper library which is in tune with the needs of its users often develops special resources to meet those needs. Libraries have devised special materials, such as photographers' scrapbooks, local organization directories, local acronym dictionaries, and subject notebooks on, for example, elections, weather statistics, traffic fatalities, and chronologies of major news events. Many newspapers rely on these valuable aids.

Since space is always at a premium in a library, but especially in a steadily growing newspaper library, the question of space use and planning is of major concern. There are several solutions.

Files can be carefully reviewed and edited by an experienced librarian, saving reporters' time as well as space. This is a very labor intensive approach.

Floor space can be conserved by using automated or manual compact files or retrieval units, carefully selected to guarantee long, dependable service and adequate access to the collection.

Many libraries have chosen microforms to save space as well as to preserve the information on fragile clippings. The best use of microfiche or film requires careful planning to determine the best format and type, taking into consideration standards of equipment, users' needs, and characteristics of film types.

Like any library, the newspaper library is an information system made up of many subsystems, a few of which have been discussed here. Unlike the public library, the newspaper library is, and should be, dedicated to the needs of the newspaper staff alone. Its "public" is relatively constant, so the library can develop its specialized resources and devote all its time and effort to serving the news staff.

Too often the stepchild of the news/editorial department, the library can be that department's best ally. If the library is crowded and disorganized, if it does not file enough copies of articles, if subject classification is inconsistent, if response is slow, if photos are often missing, if reference books are few and out of date, it's not surprising that users are dissatisfied. It's surprising that management tolerates the situation.

There is an alternative to an inadequate library. But good libraries don't just happen. If the newspaper's management chooses to commit itself to an improved news operation, then an improved library, as an integral part of the news operation, must be included in that commitment. The cost can be surprisingly low and the benefits immense as the information system grows.

Where to start? Two valuable tools for improving a newspaper library are *Guidelines for Newspaper Libraries*, written by members of the Newspaper Division of the Special Libraries Association and published by and available from the American Newspaper Publishers Association, and the programs of the Newspaper Division. The Division provides a consultation service, as well as continuing education seminars, annual conference programs, and slide/tape presentations. Aimed at increasing levels of professional skills, these activities are geared to practical working situations.

Investing in up-to-date books, equipment, and an adequate number of skilled library personnel, and generally supporting library policy are keys to an effective and efficient library operation which improves the quality of the news product. Including the library in the planning process can help insure library service geared to changing user needs.

This kind of support can make the difference between a grudging half-answer and an enthusiastic extra-effort which contributes the historical perspective in a difficult-to-research article, the newsworthy angle in an otherwise mundane news story, or the information that sparks a feature.

How many articles in today's paper were backed by li-

brary research? How many should have been?

In the newspaper industry, where the business is dissemination of information, there is no more important business than making that information complete and accurate. And that's the business of the newspaper library.



VIEW shows the clipping, photo files and reference books sections of the new library for Dayton (Ohio) Newspapers.

## Electronic approaches

By Ernest Perez

Librarian,

*Chicago Sun-Times*

Several electronic storage systems for newspaper text systems are already operational or in development stages at major newspapers. The earliest operational installations were QL, Inc.'s "QL," at the *Toronto Globe & Mail*, and Mead Data Central's "NewsMeadia," at the *Boston Globe*, both fully operational in 1977. These systems were adaptations of full text storage and retrieval systems originally used for legal case law and statutory texts, the American LEXIS system and the Canadian QL system. After modification to editorial research requirements, the systems were accepted, and both newspapers have closed the old clipping files.

QL has also been selected by the *Los Angeles Times* and the *Philadelphia Inquirer* and *Philadelphia Daily News*, and is in installation stage at those newspapers. The Daily News has been testing the system, found it acceptable, and will close the clipping file at the end of 1979. They will begin QL system operation with an electronic full text file going back to January, 1978. The Inquirer will begin storing text on the QL system starting in January, 1980, and will run a dual clipping file/computer text operation for a 3 month final testing period.

In early 1979, Mead Corp. announced that it was withdrawing the specialized NewsMeadia software package from the market. No other newspaper except the Boston Globe had ever actually installed the system.

The Boston Globe, along with the *Chicago Sun-Times*, is currently testing a prototype system being developed jointly by Atex, Inc. and Infotex Associates (Dayton OH).

Another system, now in development stage at the *St. Louis Post-Dispatch* is UNIVAC's UNIDAS/1100 system. Although UNIDAS/1100 will store full text on disk, it will retrieve information by searching manually-assigned index terms.

QL and NewsMeadia both require an IBM mainframe on a time-sharing basis. UNIDAS/1100 will run in time-sharing mode on a UNIVAC 1100 computer. The Infotex system is designed for a dedicated PDP-11/34.

Infotex will be a stand-alone system, although it can be interfaced to editorial front-end systems. Atex is planning to create the interface to their front-end system when the Infotex testing phase nears completion. Such a system interface should be done by or in cooperation with a front-end

(Continued on page 18)

# Electronic libraries

(Continued from page 17)

system vendor to avoid negative effects upon front-end system performance.

An electronic full text system will normally process selected text captured from the front-end system for input into the library data base. Magnetic tape is an obvious method for transferring the text, although system interface could allow disk-to-disk transfer, and eliminate the separate tape input step.

The electronic full text systems will store full text of articles or information items on magnetic disk. During input processing, system software automatically indexes every meaningful word appearing in the full text and creates index pointers to location of full text in disk storage. Indexing of "noise" or meaningless words that would use up disk space for no valuable purpose is avoided by creation of a "stop word" list by library system managers. The indexing software then ignores these defined stop words. A stop word list usually includes common articles, prepositions, conjunctions, and terms like "whereof," "almost," "very," "perhaps," etc. Additional defined lists of synonyms, abbreviations and irregular plurals will direct the system to automatically locate equivalent terms.

Electronic full text system software also allows text enrichment input by library staff, to permit addition of subject concepts, synonyms, or terms not appearing in the text. For example, "Mafia" or "Syndicate" both could be added to a story about organized crime.

The internal index is not printed or meant to be used by a human researcher. It is a literal index to location of every word in the entire data base. The system software uses it to locate full text in answer to user information requests.

A typical electronic storage system search begins with VDT entry of words or phrases likely to have appeared in the desired stories, or to have been added as enrichment terms. Complex term relationships can be defined by use of "connectors" such as "AND," "NOT," "OR," and "ADJ" (adjacent). The system will typically respond with display of the number of items in the data base which meet the defined conditions. If the user is satisfied with search results, he can examine full texts or sections of texts to either get the desired information or discover necessity for refinement of his search definition. For example, entry of a city councilman's name may retrieve 497 items; adding "AND building code" may narrow results to 27 items; further limiting search to articles dealing with a particular company or project, or to a particular byline may restrict results to 5 or 7 items.

Electronic full text systems can then quickly display full text of the desired stories on special system VDTs located in the library or other areas, on interfaced editorial system VDTs, or at remote locations via phone couplers. These systems can also output retrieved information in other forms, including hard copy printout from line printers, tape or disk copies for customized delivery of specialized files to other systems, for input to phototypesetting systems for reprinting, or for production of microfilm via Computer Output Microfilm (COM). The COM specialized files might be useful for system backup, for specialized editorial files on microfilm to be used at remote bureaus, on the road, etc., as an alternative to bulky printout or clipping files.

The computerized newspaper library systems described are turn-key installations, but do have flexibility for customizing to a particular newspaper's input format or to defined information file specifications. The systems have multiple options available for VDT screen display format, command language, display order, etc., and a system installation gets its normal operational appearance by the selection of automatic or "default" options. The other optional modes are still available on request, but the default choices are used

automatically, if no other command is given.

Computer library system costs have come down to a point where automated newspaper libraries offer a realistic and perhaps superior alternative to the traditional manual library systems.

The Info-Ky system ranges from \$150,000 to \$300,000, depending upon configuration and complexity. This includes software, complete hardware, installation and training in system operation.

The QL retrieval software is available for \$15,000/yr on lease basis, or for a purchase cost of \$50,000. Associated text editing software costs \$5,000/yr for lease, or \$15,000 for purchase. A percentage of lease payments can be applied to purchase cost. QL retrieval and editing systems run in timesharing mode in a single partition of an IBM 360-30, an IBM 370-125, or larger IBM computers. QL also requires normal IBM peripheral hardware.

The Infotex system is still in pre-production testing stages. Total installed cost for a system capable of supporting a large metropolitan newspaper editorial operation is estimated at \$400,000 to \$500,000. This includes the complete package of software rights, PDP-11/34 and peripherals, system VDTs, disk drives sufficient to hold approximately 5 years of full text, complete installation customizing and staff training. A system suitable for a smaller newspaper would cost around \$200,000.

UNIDAS/1100 is in developmental stage of newspaper text file application, and no definite price information was available.

These are the major computerized newspaper library systems in actual use and development at newspapers on this continent. Similar systems exist at publications in Europe. Utilization of today's more powerful mini-computers, hardware cost reductions and the dramatic and continuing reductions in storage costs seem certain to make the computerized newspaper information file a practical and commonplace reality. All these developments, especially storage technology advances, appear to be progressing at a rate which will prevent newspaper text library system operating costs from ever becoming a real problem.

There are operating and cost advantages immediately available from these systems. Obvious benefits are library time and labor savings from elimination of the manual file; space savings from stopping further manual file expansion, and reducing the old manual backfile to more permanent and organized microfilm form; the security and permanence of text file records, assuming the security backup of any well-designed automated system. This last factor can be contrasted to the inevitable lost, destroyed, or stolen individual clippings and whole files in traditional newspaper libraries.

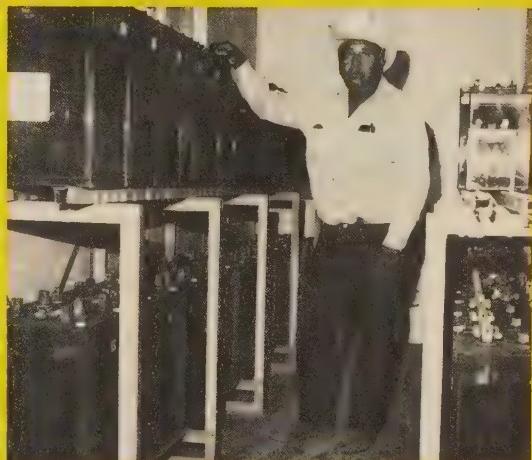
In addition to the improved capabilities for published text access, computer library systems make possible efficiencies in maintenance and creation of valuable library peripheral file information. A system could include specialized data bases for listings of physical library file holdings and dates of file coverage, photo and photo negative holdings, book or pamphlet file collection listings, preset obits, unpublished or overset material with valuable information content, etc. Some computer library systems might also be able to function as location status files, with file location information, or indication of physical file checkout by editorial staff members.

A reporter or editor could inquire as to "what we have" on "John Doe" at a library system or interfaced editorial system VDT, and learn in a few moments that "we have" microfilmed clippings on John Doe from 1957 to 1979, a photo file from 1957 to present, 14 envelopes of staff photographer negatives including photos of him (with a description of each photo assignment), a recent pamphlet about Doe's company, and the fact that George Jones, the Photo Editor, checked out the photo file yesterday.

(Continued on page 22)

The World's First Solar-Electric Community

## This Indian village is Sun-Powered with the help of LEAD



The Papago Indian village of Schuchuli, Arizona gets all of its electricity directly from the sun and stores the excess in a huge lead-acid battery.

The upper left photo shows the village's solar cell array field which has 192 photovoltaic power modules that convert sunlight directly into electricity. This gives Schuchuli's 96 residents more than enough power for 15 refrigerators, a community washing machine, sewing machine and 5,000 gallon-per-day water pump, plus lighting for the village's 15 homes, church, feast house and domestic services building.

The excess electrical energy is stored in a battery system, having 53 lead-acid cells in series, which

supplies power when the sun isn't shining. The upper right photo shows David Santos, Village Chairman, flanked by the battery system which was specially designed by C & D Batteries Div. of Eltra Co. for this purpose.

The Schuchuli Photovoltaic Village Power Project was funded primarily by the Department of Energy and managed by the NASA Lewis Research Center. The U.S. Public Health Service administered local portions of the project. The power system was installed by the Papago Construction Company and the pole-line distribution system was erected by the Papago Tribal Utility Authority.

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## **Electronic systems**

(Continued from page 18)

But computer library systems will immediately add new capabilities for editorial staff. These systems offer all the incredible power of online VDT information retrieval to editorial staff previously limited by manual information files. The systems will give power and speed to specific and general information retrieval; allow multiple editorial users to have simultaneous access to the same material; provide immediate positive or negative information about total file contents. Writers and editors will have near-instant access to all background or factual information in the library data base, or know immediately that "we haven't done anything on that."

Computer library systems will effectively automate journalistic research, the link that is now the slowest and most expensive part of the whole editorial and production chain. It seems ironic that the power of online information systems has been almost ignored by print journalists, the main information professionals. But in the past, this has been due to the experimental and unreliable nature of the systems, and high storage costs.

Online news library systems will give new powers to editorial staff, permitting a new kind of journalistic investigative approach. Full text systems, for example, can enable a reporter to quickly search through the entire library data base to find any occurrence of a name or word grouping, to check for related facts or incidents using spelling variations, street names or addresses, datelines, ages, residential areas, professions, or any other defined specifications. This power is something that journalists have never had, and will really have an effect on editorial content quality.

These systems can also automatically create all the specialized editorial specialist files that the library has never had the time or money or space to be able to offer. A full text electronic file would, in effect, "create" high school sports files; files under every name of divorce, marriage, obituary listings; files of editorials, action line columns, fashion and society columns; recipe files, etc.

All stories in these files would be identifiable by type, date of publication, length, wire service or local, byline, page or section, etc., as well as by every meaningful word in the story. A full text system would enable the Editorial Library to offer this kind of research power to every specialized department and individual user at no extra cost, and also relieve editorial personnel from the labor and time and space costs of maintaining all the special files that seem to exist everywhere in a newspaper. Editorial staff members can then devote more attention to the primary journalistic task, increasing their own productivity and improving the editorial product quality.

Newspaper librarians have a strong interest in the capabilities and features of the developing computer library systems, so that they will be able to offer the kind of system performance just described. For a number of years, members of the newspaper librarian professional group have conducted an extensive analysis of system features with vendors and with the users of the initial installations. The Automation Committee of the Newspaper Division, Special Libraries Associ-

ation, chaired by Jim Scofield of the *St. Petersburg (FL) Times-Independent*, has now approved a set of performance standards for electronic storage systems. This document, "Basic Specifications for an Online Full Text Newspaper Library System," will shortly be available from the Special Libraries Association.

The final intriguing possibility is that of using the library information system as a new profit center, of marketing the library data base to outsiders via remote VDT and printer connections. The profitability of remote data base marketing has been demonstrated by systems such as the New York Times Information Bank, the Dow-Jones data base, the LEXIS and QL legal systems, Lockheed DIALOG, Systems Development Corporation's ORBIT, etc. The demands of our information-hungry society has made all of those operations profitable, even though most are only indexes, not full text, requiring specialized training and lots of text location labor for efficient information retrieval.

Most of these data bases are created by manual indexing and input, thus have a high cost for original data base creation. But full text newspaper data bases have the ability to generate new income from a service department normally regarded as an unavoidable overhead expense. Both microform storage library systems and the electronic storage full text systems can cost-justify on their own merits as efficient service department operations. But both types of systems offer the possibilities of functioning as profit centers, with potentially strong regional markets for information content, as well as lesser national markets. For example, the Louisville Courier-Journal's Info-Ky has already made several remote installations of their data base; and the Toronto Globe & Mail's "INFO GLOBE" subsidiary had 110 remote VDT users signed up in November, 1979, the first year of its marketing operations.

Passive and active information communications systems using cable TV or broadcast transmissions are now being tested throughout the world. Distribution systems such as Prestel, Teletext and Qube offer the possibility of profitable mass-marketing of computer library system newspaper file information to private users, as well as to companies or organizations having sophisticated VDT remote access capabilities. Newspaper full text systems have an advantage for this kind of an information distribution, since they can offer remote display of information at no extra cost, as a by-product of their editorial front-end and library text systems. Library text systems could interface to the communications systems and permit remote paid access to authorized "public file" material for private citizens, home viewers, students, etc.

News information stored primarily for editorial research value could thus be resold repeatedly, lowering system operating expense and very possibly generating profits. Inexpensive distribution systems delivering individualized text information to private users suggest that newspaper libraries could function as the "information utility companies" of the future. The electronic news library with mass distribution capability could outperform the daily publication as an information delivery outlet, because of the sheer volume of information contained. It could not compete with current publication in advertising revenue, at least not at this point . . . these possibilities are yet to be explored.

## **Multimedia completes purchase of CATV**

Multimedia, Inc., announced the conclusion of the purchase for \$11 million of the CATV division of Kansas State Network, Inc., headquartered in Wichita, Kansas.

Cable television systems included in the transaction service eighteen com-

munities in Kansas and Oklahoma. Fifteen of the systems serve suburban Oklahoma city areas which are the newer systems currently being developed.

Wilson C. Wearn, president of Multimedia, said basic subscribers total about 25,000. There are also some 14,000 pay subscribers. The systems presently pass approximately 48,500 homes, encompassing some 1,000 miles of cable plant.

Multimedia recently purchased approximately 20% of the stock of AirCapital Cablevision, Inc., the CATV franchise holder for Wichita, Kansas. Multimedia has options to purchase the remaining 80% of the stock of Air Capital. About 45% of the stock will be purchased in late January. The remaining 35% will likely be purchased in the latter part of 1980, Wearn said.

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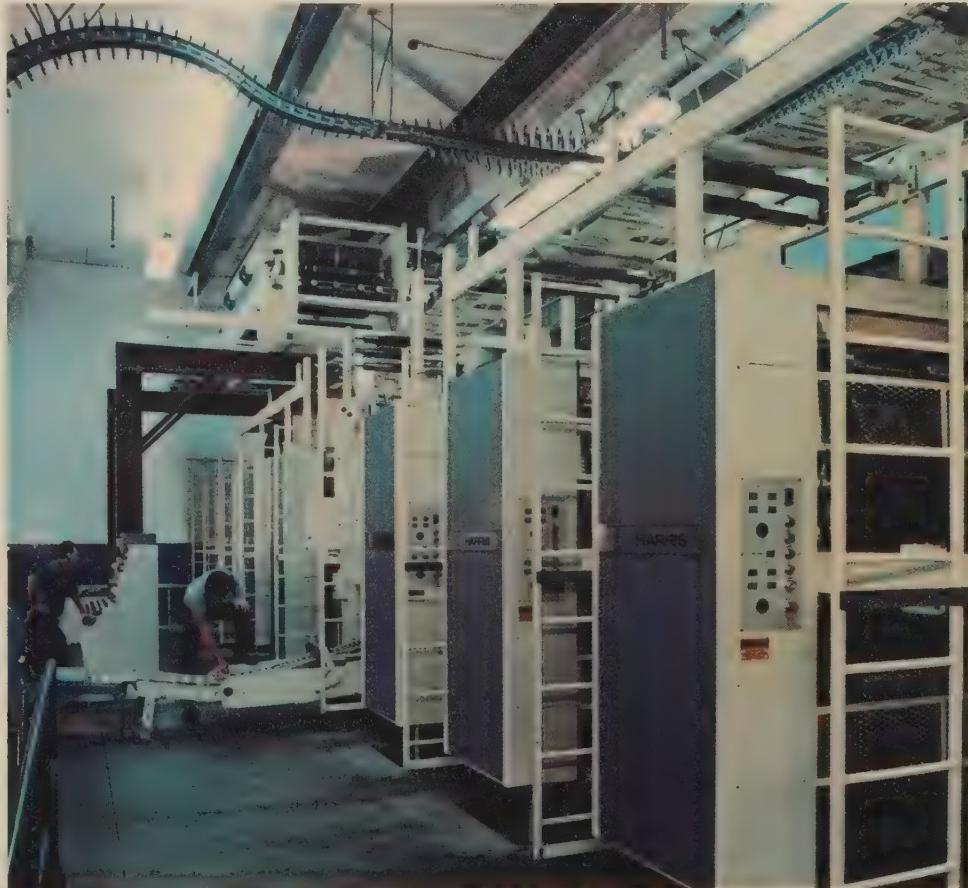
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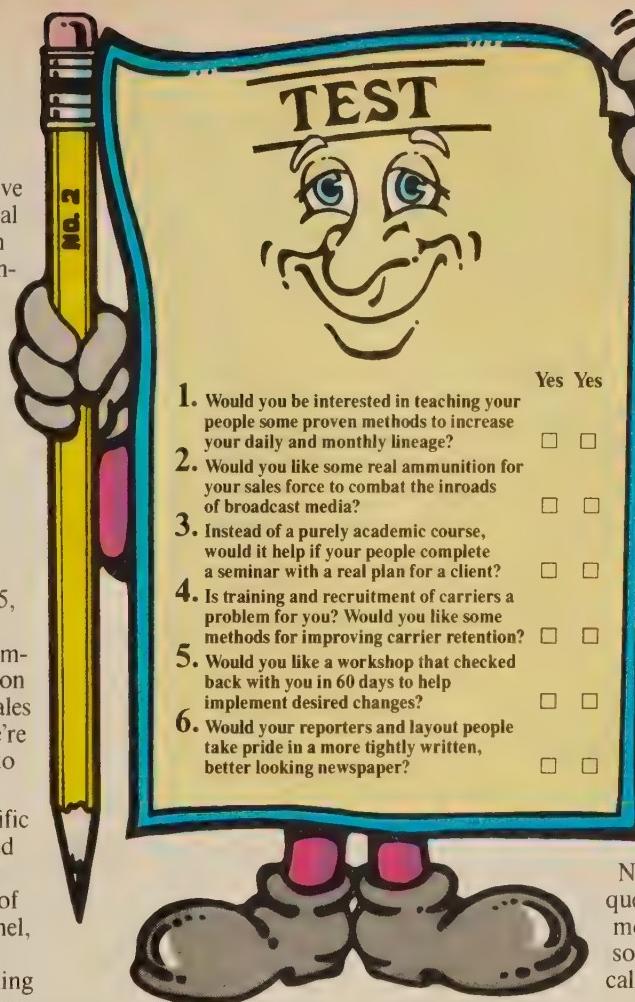
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## Horse racing writers win Eclipse Awards

Billy Reed, sports editor of the *Louisville Courier-Journal*, and William Leggett, a senior writer at *Sports Illustrated*, have won 1979 Eclipse Awards for outstanding writing in the area of thoroughbred horse racing.

Reed won the award for newspaper writing and Leggett was cited for magazine coverage of the sport. The winners were announced following a vote by a six-man committee, chaired by John Morris and consisting of representatives from the *Daily Racing Form*, the National Turf Writers Association and the Thoroughbred Racing Associations.

Other media winners of Eclipse Awards for 1979, were NBC-TV national television achievement; Dave Johnson, local television; Dick Woolley, radio; and Skip Ball, photography. All of the winners, including Horse of the Year Affirmed, will be honored on February 1 at the ninth annual Eclipse Awards dinner at the Waldorf-Astoria Hotel in New York.

Two of Reed's columns caught the attention of the writing committee, his emotional piece about Ron Turcotte and his account of Affirmed winning the Jockey Club Gold Cup at Belmont Park.

Leggett impressed the committee with several stories, including Steve Cauthen ending his 110-race losing streak at Santa

Anita, Spectacular Bid winning the Preakness and Affirmed taking the Woodward.

Ball, who is photographic director for the *Maryland Horse*, the official publication of the Maryland Horse Breeders Association, won the Eclipse photographic award for his color picture of Spectacular Bid crossing the finish line at the Kentucky Derby, outlined by the twin spires of Churchill Downs in the background.

Johnson, track announcer at Santa Anita Park and The Meadowlands, won for local television coverage for his contributions to "The San Juan Capistrano," live coverage of the Santa Anita race that was carried by ON-TV, a subscription network.

Woolley, who calls races every day from the Bowie, Laurel, Pimlico and Timonium tracks in Maryland, won for radio for his weekly program, "Showcase of Racing," over WITW in Baltimore. During the course of the year, Woolley interviewed a variety of racing personalities, who then fielded questions from the listening audience.

## Playboy names pr manager

Judy Roberts was named to the new position of manager of public relations for Playboy Enterprises, Inc. She is a former reporter for the *Milwaukee Journal* and the *Chicago Tribune*.

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## Racing writer wins Marquette award

Joe Dowdall, long-time motor sports writer for the *Detroit News*, has been named the first recipient of the Ray Marquette Memorial Award, established to honor the memory of the late *Indianapolis Star* sports writer and United States Auto Club official.

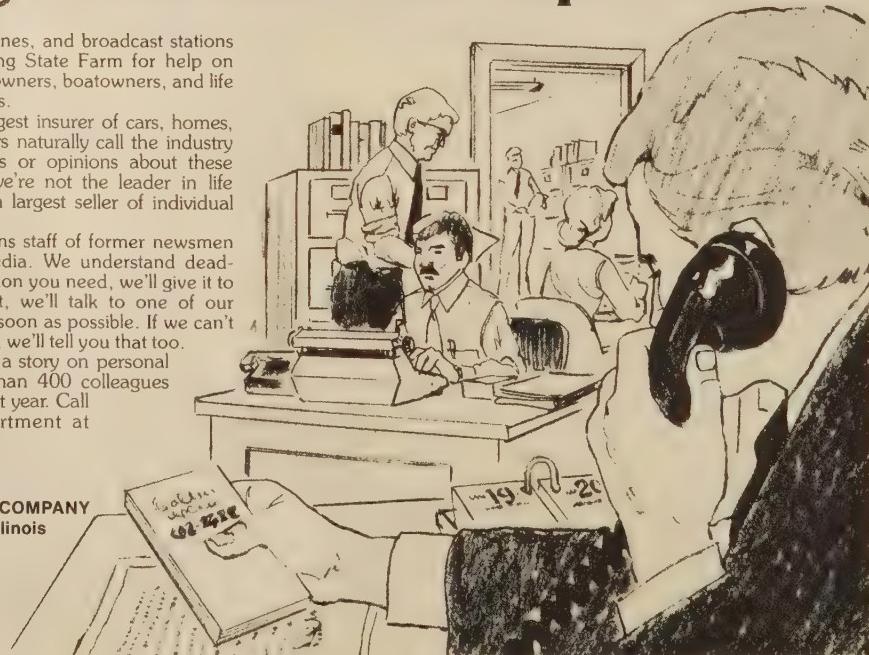
Dowdall received the award at a luncheon honoring Darrell Waltrip, the 1979 Olsonite Driver-of-the-Year, in New York City. Both awards were sponsored by the Olsonite Corp., a Detroit-based company that has been active in auto racing since 1967.

The award carries a cash prize of \$1,000 from Olsonite, which will be contributed in Dowdall's name to the Indiana University School of Journalism to establish a Ray Marquette Memorial Scholarship Fund.

Marquette, who was killed along with seven other USAC officials in a plane crash in April, 1978 was a graduate of Indiana.

## Vollmer joins Schlitz

Carol Vollmer has joined Jos. Schlitz Brewing Company as supervisor—editorial services, in the public relations department. She will be responsible for employee communications, publicity and communications projects.



# THE GANNETT FELLOWSHIPS 1980-81

UNIVERSITY OF HAWAII AT MANOA

**I**N 1974, with funds from the Frank E. Gannett Newspaper Foundation, the University of Hawaii established the Gannett Fellowship program in Asian studies for professional American journalists. The 1980-81 competition marks the sixth year of the Gannett Fellowship program.

The Gannett Fellowship program provides a mid-career opportunity for professional American journalists to broaden their knowledge and understanding of Asian cultures and institutions through advanced academic training in Asian studies. The program thus aims to strengthen the core of American journalists capable of reporting, interpreting and editing news of Asian affairs with accuracy and historical perspective.

Gannett Fellows spend a full year at the University of Hawaii's Manoa campus in Honolulu, and undertake a comprehensive study program combining disciplinary studies focused on the region or country of Asia of their choice, language study, and a professional seminar on Asian news coverage. A short field study in Asia is arranged for Fellows for the last few weeks of the Fellowship tenure. Upon successful completion of the program Fellows are awarded a Certificate in Asian Studies.

## Eligibility

Most Gannett Fellows are selected from among applicants who are working journalists, although recent graduates of journalism schools are also eligible to apply. Applicants must have an academic or professional background that will enable them to meet the University's standards for admission to graduate study. Experience in Asia or prior academic training in Asian studies is not required. Six Fellowships will be awarded in 1980. Tenure begins in June with a twelve week summer session. Gannett Fellowships are available only to U.S. citizens. Fellows are selected without regard to sex, race, religion, marital or family status, or financial need. The Fellowship award includes economy class air transportation, all tuition and fees, and a basic stipend paid in monthly installments. No provisions are made for dependents' travel or support. Endorsement by applicants' employers are desired but not required. Leave arrangements are the applicants' responsibility.

## Application Procedure

Inquiries and requests for application materials should be sent to:  
**The Gannett Fellowship Committee**, Asian Studies Program, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822. Applicants are required to submit, along with the application forms, official transcripts of all post-secondary academic work, and two letters of reference. Deadline for receipt of applications is March 1, 1980.

## 1979-1980 GANNETT FELLOWS



**Ellen S. Dyer**, 36, is a reporter on leave from *The Patriot Ledger*, Quincy, Mass. She is a graduate of Mills College, Oakland, Calif., and is concentrating on Japanese and Chinese studies.



**George T. Foster**, 42, is on leave from the *Seattle Post-Intelligencer* where he has been a reporter for the past 10 years. He attended Plymouth (N.H.) State College and has worked on newspapers in Connecticut and Florida. He is focusing on contemporary China.



**Melanie M. Kirkpatrick**, 28, was a copy editor for *The Buffalo Courier-Express*. After receiving degrees from Princeton and the University of Toronto, she worked for Time-Life Educational Systems and the Japan Broadcasting Corporation in Tokyo. Ms. Kirkpatrick is specializing in Japanese and Chinese studies.



**Michael J. Revzin**, 27, has worked as a *Kansas City Times* reporter, and as a free-lance writer and *Washington Post* stringer in Taiwan. He is concentrating on Chinese studies.



**James R. Schiffman**, 29, is on leave from United Press International, where he has worked for three years. With a B.A. from Cornell University and an M.A. from the University of Colorado, Schiffman is studying Chinese and Japanese.



**Terry A. Williamson**, 34, is a reporter with *The Evening News* in Harrisburg, Pa. A 1967 graduate of Northern Illinois University, he studied international relations at American University following service with the U.S. Marine Corps in Vietnam. He is concentrating primarily on China and Southeast Asia.

# Newspeople in the news



Brown



Talbot

**Tom Brown**, general manager of *Missoula (Mont.) Missoulian* since 1976, was named publisher effective January 1. Brown, 32, succeeds John Talbot who has been publisher of the *Missoulian* since 1970. Talbot will be resuming his duties as operations manager of Lee's Western Newspaper Group January 1 following an 8 month sabbatical leave.

**PETER BROER**, 27, has resigned as press secretary for Massachusetts Lt. Gov. Thomas P. O'Neill III to become executive assistant to David H. Sawyer, New York political consultant newly-assigned to advertising work for Senator Edward M. Kennedy's Presidential campaign.

\* \* \*

**JAMES LONG** has moved up from his circulation manager's post to succeed CLIFFORD JOHNSON as circulation director of the *Knoxville News-Sentinel*. Johnson, who headed the circulation department for the past 21 years, retired effective Jan. 1.

\* \* \*

**TRACY CALLAWAY** and **TERRY WOOTEN** have been named executive director and editorial operations and executive editor, respectively, for Commodity News Services, Inc. They succeed **LINDA VANCE**, who has been named executive editor of UNICOM NEWS, the international commodity and economic news wire operated by CNS and United Press International.

\* \* \*

**The Sunbury (Pa.) Daily Item** announced the following promotions:

**KEITH EDINGER** from assistant general manager to general manager; **JERRY BEAVER** from chief cameraman to photo-composition department supervisor; **DAN CHIODO** from classified ad representative to assistant classified ad manager; **BARRY KNAUER** from advertising salesman to assistant retail advertising manager.

\* \* \*

**LYLE DeBOLT**, *Odessa (Tex.) American* publisher and president-elect of the Texas Daily Newspaper Association—named head of the United Way professional division in his city.

\* \* \*

**CHARLES E. JONES**, former advertising director of the *East Texas (Longview) Times*—appointed managing editor.

**GREGORY CUSHMAN** has been elected president of Western Communications, Inc., which owns and publishes the *Bend (Ore.) Bulletin* and two other dailies and four weeklies in Oregon and California. Cushman will continue as publisher of the *Bend Bulletin*. **ROBERT CHANDLER**, former president, has become chairman of the board of Wescom. **JOHN SHAVER** has been named vicepresident of Wescom. He succeeds **MARY MANNING** who will retire after the year-end audits are completed.

\* \* \*

**J. WILLIAM McMILLAN** is the new executive vicepresident and general manager of Miami Valley Publishing Company, Inc. in Fairborn, Ohio. **DOUG ALESHIRE** is a new vicepresident and director of Web Offset Sales and **Charles Bonkofsky** is the new vicepresident and director of newspaper operations.

In addition, **BERNARD HILBRINK** was named assistant vicepresident, editorial; **RICHARD WEDLAKE** was named assistant vicepresident, advertising; and **RICHARD JOHNSTON** will serve as assistant vicepresident, Web Offset Sales.

Also, **PETE CHEADLE** has joined Miami Valley Publishing as controller.

\* \* \*

Ottaway Newspapers, Inc. has announced the following promotions and appointments:

*Port Jervis (N.Y.) Union-Gazette*—**JOSEPH E. HARTMANN**, to city editor, from general assignment reporter.

*Owatonna (N.Y.) People's Press*—**JANET MITTELSTADT**, to managing editor, from news editor and **DAVID L. KURUD**, to retail advertising manager, from advertising sales.

*Washington bureau, Ottaway News Service*—**ANNE L. MILLET**, to deputy bureau chief in addition to bureau correspondent, from bureau correspondent. **PAMELA GLASS**, to bureau correspondent, from reporter at the *Standard-Times*, New Bedford, Mass.

*Danbury (Conn.) News-Times*—**RAYMOND J. WIELOSZYNSKI**, to Sunday editor, from copy desk.

*Middletown (N.Y.) Times Herald-Record*—**DAVID B. REGAN**, to assistant to the publisher, from production director. **ALLAN T. CRAVEN**, to production director, from assistant production director.

\* \* \*

**JANE BAKER**, staff reporter for the *Syracuse (N.Y.) Herald-Journal* and *Herald-American*, has been named winner of the New York State Agricultural Society's Best in Competition award in the organization's annual journalism contest. Baker's article about substitute milk, entitled "But Is It Milk Without the Moo?" was picked by a panel of three judges.



**James C. Kennedy**, 32, was named publisher of the *Grand Junction (Colo.) Daily Sentinel*. Kennedy succeeds Kenneth Johnson, who will remain as editor of the *Daily Sentinel* which was acquired by Cox Enterprises in June, 1979. Prior to accepting the *Daily Sentinel* post, Kennedy served as executive vicepresident and general manager of Atlanta Newspapers where he was associated with the *Atlanta Journal* and *Constitution* from 1972 until his move to Colorado.

\* \* \*

**JOSEPH POSTAR**, former reporter for the *Providence Journal-Bulletin Newspapers*, has been named vice president/director of public relations, Potter Hazlehurst Inc., Cranston, R.I., advertising agency. More recently, he had been a senior vice president at Creamer Dickson Basford Inc., Providence, subsidiary of Creamer Inc., the New York advertising agency.

\* \* \*

**PAUL PINCUS** has resigned as classified advertising manager of the *Manchester (Conn.) Evening Herald* to join *The Herald*, New Britain, Conn., afternoon daily, in a similar capacity, succeeding **PATRICK LEE**, resigned. **LEE ENDERLIN** of the *Manchester Evening Herald*'s sales staff has been promoted to succeed PinCUS.

\* \* \*

**KAREN DeYOUNG**, the *Washington Post*'s correspondent covering Mexico, Central America and the Caribbean has been promoted to deputy foreign editor; **RICHARD WEINTRAUB**, assistant foreign editor, has been promoted to day foreign editor; and, **CHRISTOPHER DICKEY**, metropolitan reporter, has been promoted to Central America correspondent, replacing Karen DeYoung.

\* \* \*

**MICHAEL H. STINES**, previously associate editor, *Cape Cod (Mass.) News*, has joined the *Bourne (Mass.) Courier* as bureau chief.



**NAMED**—Will Corbin has been named managing editor of *Lakeland (Fla.) Ledger*. Corbin, formerly assistant managing editor, replaces Tim J. McGuire, who left the *Ledger* in September to become managing editor of the *Minneapolis Star*. Corbin, 29, joined the *Ledger* in 1977 as city editor, coming from a position as business editor at the *Gainesville (Fla.) Sun*. He was named assistant managing editor in January 1979.

JOHN PITTMAN, executive editor of the *Greenville (S.C.) News* and *Greenville Piedmont*, was elected a vicepresident of the News-Piedmont Company. He has been with the News-Piedmont since 1976 and has served as city editor and managing editor of the *Greenville News*.

\* \* \*

SHIRLEY GORMAN, formerly news editor of the *State Line Tribune* at Farwell, Tex.—named news editor of the *Hockley County News-Press* in Levelland, Tex.

\* \* \*

IRVIN TAUBKIN has been appointed editor of the Overseas Press Club Bulletin. The Bulletin, published twice monthly, goes to all OPC members worldwide. Taubkin is former promotion and public relations director of the *New York Times*. He is now a partner in the public relations firm of Goldstein & Taubkin.

\* \* \*

DONALD BERRYMAN, 47, a pressman foreman until 3½ years ago, has been named general manager of the *Butte (Mont.) Standard*. Berryman joined the paper as a pressman in April 1957 and has been operations manager since July, 1976. The general manager post at the paper had been vacant for several years.

\* \* \*

JILL S. GABBE, with the *Boston Herald American* and *Mirror Newspapers* before joining Stop & Stop Cos., Boston, in 1976 as media relations assistant, has been promoted to the companies' director of public relations.

JOHN GARVEY was named director of production for Cape Publications, Inc., publisher of *Cocoa (Fla.) Today*. Garvey, 42, has served as production manager for Gannett's Westchester-Rockland Newspaper group in New York. He succeeds JAMES R. BENNETT who left to take a position with the *Trenton (N.J.) Times*.

\* \* \*

The following promotions have been announced at the *Columbus (Ohio) Dispatch* and *Citizen-Journal*.

TERRY DEVASSIE, a 22-year veteran of the company, was promoted to Dispatch circulation manager. He is responsible for city and state circulation operations including single copy sales, customer service, sales promotion and training.

JAMES McGARITY, a 20-year employee, was named Citizen-Journal circulation manager, responsible for C-J city and state operations and all transportation services.

Also receiving circulation promotions were: BILL SANDERS, named to Dispatch state circulation manager and CLAYTON GAINES, named Citizen-Journal state circulation manager.

\* \* \*

DANIEL T. VAN ATTA, who had been business editor and systems manager at the *Bridgewater (N.J.) Courier News*, has been named news bureau supervisor at the Electric Power Research Institute in Palo Alto, California. He joined EPRI last May.

\* \* \*

SCOTT MILLER, 32, was appointed general manager of the *Amsterdam (N.Y.) Recorder*. He has been with the Recorder since January 1973, when he joined the paper as retail ad manager.

PAUL HANS was named ad director of the Recorder. He had been ad manager of the paper since May of 1979.

\* \* \*

The following appointments were made recently at the *Bangor (Maine) Daily News*:

KENT WARD to assistant managing editor; KENNETH BUCKLEY, editor, Maine desk; DAVID BRIGHT, assistant editor, Maine desk. ALIX WILLIAMS, reporter; WAYNE BARBER, sports reporter-temporary assignment; DAVID CHEEVER, reporter; CORNELIUS NODDIN, assistant production manager; ERIC BARON, foreman, mail room; DON DARKIS to administrative assistant to the production manager; and a new department head position for the newspaper, ROBERT STAIRS, manager of computer services.

\* \* \*

RONALD MASURY, 43, is the new publisher and general manager of the *Herkimer-Illion (N.Y.) Evening Telegram*. He succeeds ROBERT COPPAGE, who has accepted the post of publisher and general manager of the *Newton-Carver (N.C.) Observer-News*.



Sar



Richardson

ALI SAR, 42, assistant managing editor/news, *Los Angeles Valley News* in Van Nuys, Calif., was named managing editor, succeeding PHIL W. GARRISON, 65, retired after nearly 40 years as a newspaperman.

\* \* \*

DANNY RICHARDSON, who worked his way through the ranks from reporter, chief photographer and sports editor, is the new managing editor of the *Natchez (Miss.) Democrat*.

\* \* \*

Four corporate appointments have been announced by Los Angeles Times-Washington Post News Service, Inc.

Douglas A. Gripp, sales director, and Donald H. Till, communications director, were elected vice presidents. Christopher Little was named secretary and David E. Fay treasurer.

Gripp joined the Times-Post News Service in 1978 after serving with UPI as a reporter, editor and marketing executive. Till, who is also director of communications for the *Washington Post*, held executive positions at Extel Corporation in Chicago and at UPI in London and New York. Little was vice president and general counsel for the *Washington Post* until recently when he was named publisher of the *Everett (Wash.) Herald*, a Washington Post Company subsidiary. Fay, business manager the past two years, joined the news service from the *Washington Post* where he served as budget officer and in accounting department executive positions.

\* \* \*

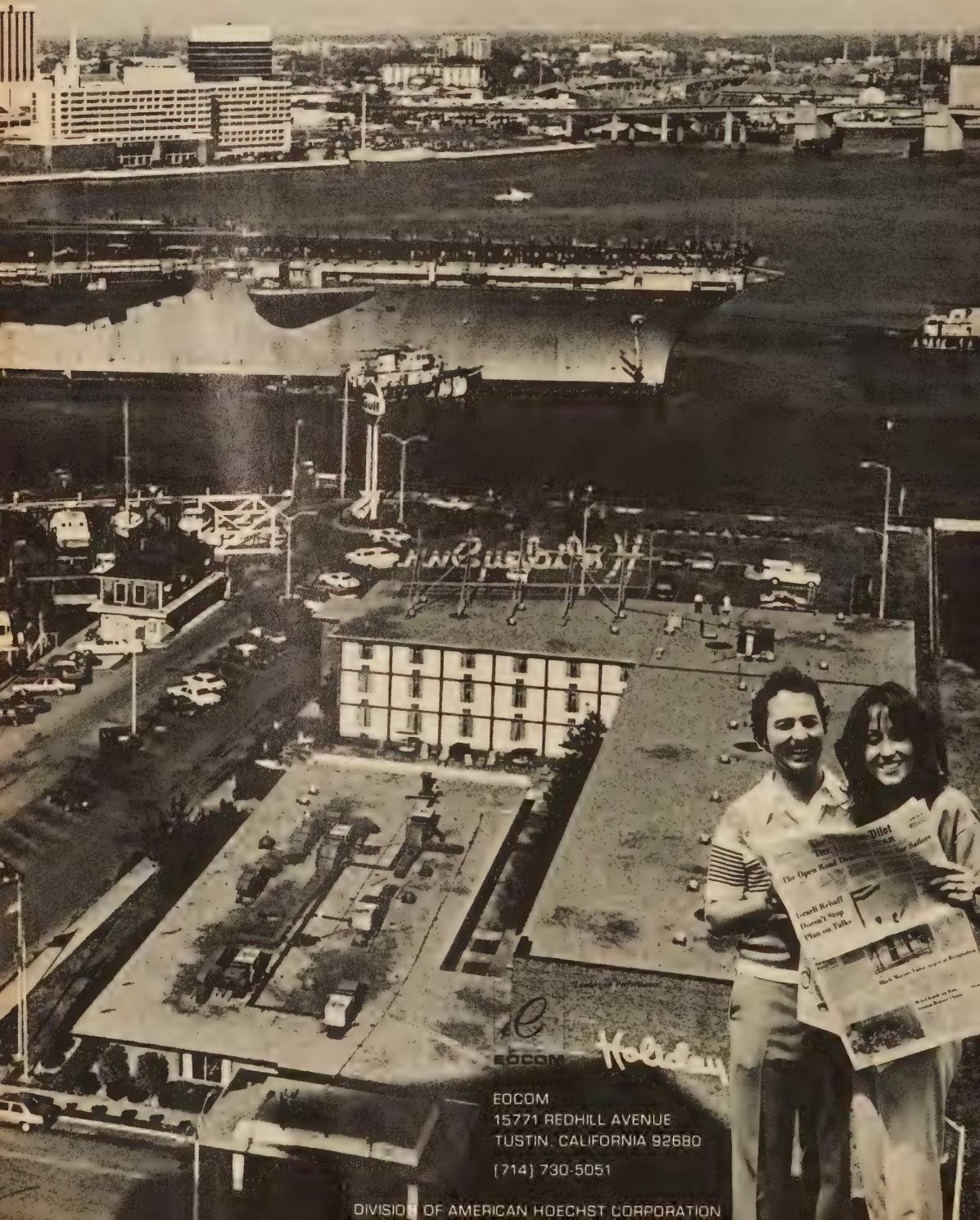
KENNETH EDWARDS, associate Professor of journalism at the University of Alabama, spent the fall semester on sabbatical leave working as a special news and circulation consultant for the Gannett Company's *Stockton (Calif.) Daily Record*.

\* \* \*

MICHAEL SNEED, press secretary to Chicago's Mayor Jane Byrne, has resigned and will return to the *Chicago Tribune*, where she had been a reporter for ten years.

Sneed, 35, the wife of mayoral chief of staff William Griffin, said the decision to leave the \$37,000-a-year job she had held less than four months was her own. ". . . I am a newspaper person and I found that I missed that enough to want to go back to it," she said.

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## Newspaper technology in the 80's

By Earl Wilken

The newspaper industry has emerged from the decade of the 70's battered by problems associated with electronic copy processing systems, bruised by decision-making dilemmas, but not bewildered by the dollar savings and higher productivity resulting from the adoption of the new technology in the production of the daily newspaper.

And how will the industry fare in the decade ahead with known technology and yet to be advanced technology?

Evolution not revolution in technology is still the norm in the newspaper industry with new products and systems taking an average of seven years from conception to adoption. Thus, one can project advancement and to some degree adoption of technology already in the hopper and concepts now in the fermentation stage.

The following comments on systems and products point up the events that will take place in the first half of the new decade, while the comments for the latter part of the decade fall into the "blue-sky" arena.

The high point for the industry in the year 1980 will be the introduction and the testing of a light weight double-width letterpress press using shallow relief photopolymer plates. If the press being built by the Japanese firm, Tokyo Kikai Seisakusho (TKS), meets present specifications, newspaper management will have a stronger handle on newsprint waste and a less expensive press for satellite and central plant operations. Press manufacturers in the U.S. and other foreign press manufacturers will most certainly respond with their own versions of the light weight press.

Web offset presses will continue to be sold in 1980; however, the present backlog on these units will permit some publishers to reconsider their initial purchase decisions.

Systems that can be classified as conversion press systems for installation on present letterpress press units will play a role in the early 80's. Also, press suppliers will bring forth more sophisticated electronic measuring devices for negatives and greater computer control of inking, paper and overall imposition procedures.

Immediately behind the new press design, stands the future satellite transmission system that will be adopted in the

1980-1981 time frame. This system that will probably be embraced by the ANPA, UPI and AP will provide faster and less expensive transmission of copy directly to any newspaper plant with an earth receive dish. The adoption of a network for transmission and receipt of advertising copy via the newspaper satellite system will not take place until 1985 or later.

Coupled with the satellite system in importance and running a close second for technological impact in 1980-1981, is the electronic library full text storage and retrieval system using mini-computers. The newsroom will get the much needed power for improving editorial quality while management will get the power to prevent and/or keep at a distance outside systems designed to weaken the power of the printed newspaper page.

Although several segments of the industry have not understood to date the importance of an electronic system for measuring print advertising, the about to be announced electronic system will give newspaper executives in marketing and advertising a greater understanding of their markets and the competitive scene.

Suppliers of electronic copy processing systems as well as other hardware and software firms will increase efforts in computer systems for circulation and other business applications.

The early part of the decade will witness the consolidation and re-positioning of firms with electronic copy processing systems. The industry will also witness new CRT and laser typesetters, and some with lower price tags.

Not until the second half of the decade will full page pagination systems with graphics have any degree of penetration in the industry. In 1980-1981 the first two-terminal and perhaps single-terminal (non-graphics) pagination systems will see the light of acceptance.

Computer-to-plate systems will undoubtedly be the top runner in the late 1980's in the technology category, but until then the industry will continue to be plagued by the high cost of plates and plate systems using laser production techniques. How many papers will start to adopt laser systems for making plates directly in the first part of the decade, remains a mystery.

Breaking the outer barrier in the late 1980's will be the first newspaper Management Information System (MIS), that can be labelled true management systems. The industry made a start in the

late 70's with financial information systems, but total information systems for management are now within sight.

The distribution problem will get some attention in the early 1980's from the EDDIE project revealed by Virgil J. Rogers, assistant general manager, *Shawnee (Okla.) News-Star* during the Dallas, Texas, symposium on Circulation Computer Systems. Since the project has been kept in a low profile, it is difficult to project when such a system will get a hearing by the industry. This delivery approach may have a limited application now, but one would have to place this system in the late 1980's or early 1990's for across the board adoption by newspapers. (See E&P, Oct. 13, 1979).

Two other systems, one transmission the other now known as word processing, will start to have an impact in the late 1980's.

Transmission systems such as electronic mail and packet-switching will gain greater acceptance by the larger newspapers and chains. But the evolving word handling systems that will come from the newsroom systems of today, will be adopted by all newspapers with some papers having a lead from experience in the late 70's.

In the late 70's there was increased attention by management in the workings of the mailroom. Although technology in this area is not placed in a top priority, the early 80's will see several firms breaking out new inserting systems that may approach the upper press speeds of metro presses.

One technology that was given considerable attention in 1979 is called voice recognition or voice imprint. From present comments by industry watchers this technology may not get off the ground in the newspaper industry. Applications are limited for voice recognition systems but if any are discovered they will not impact until the late 1980's.

Placed among the present systems and sub-systems are a number of non-electronic products that are vital to the production of the daily newspaper. Suppliers are upgrading these products and in the area of products for printing color, the industry will witness new color handling units in the 1980-1981 period.

Perhaps the most significant development concerning technology and its future in the newspaper industry, is the decision of the ANPA to drop the Thursday morning sessions on technology during annual ANPA/RI Production Management Conferences. The industry needs a breather from these sessions and perhaps from technology in general.

### Buys inserter

*Yuma (Ariz.) Daily Sun* has purchased a Muller-Martini Model 227 Inserting machine. The Daily Sun also owns a Model 227-E Inserting unit and an APOLLO Compensating Counter Stacker.

# New facilities expected to ease paper demand

By John C. Waugh

What do the 1980s hold for newsprint?

The answer depends on whether one is taking a short-term, medium-term or long-term view.

For short term, most students of the industry see the present tight supply continuing during the first part of 1980, as customers and mills build newsprint inventories. Barring other circumstances, consumption during the remainder of the year will be determined primarily by economic events, they believe. Labor contracts are slated to expire at 33 Canadian and 13 U.S. newsprint mills in 1980, but observers say it is too early even to guess the outcome of the negotiations.

For the medium term—the early 1980s—supplies should become adequate, the experts say, as some 2 million tons of new North American capacity comes on stream.

No one has publicly projected a scenario beyond 1985, so the long-term view will have to remain unanswered.

New capacity is the biggest single factor affecting the newsprint supply for the 1980s at this juncture.

Canadian mills are embarking on an unprecedented expansion and modernization program. U.S. mills similarly have announced capacity increases.

Few would argue that additional tonnage is sorely needed.

Increased advertising and circulation, along with soaring demand for newsprint for other uses, caused U.S. newsprint usage to rise 18.5 percent between 1975 and 1978. However, total North American capacity increased by only 1 percent during the same period.

As one mill executive said: "There is consumption and consumption."

"The newsprint industry has demonstrated an ability to plan for and accommodate normal growth. It is not as well able in most cases to respond to abnormal growth . . . If capacity is not in place, to adjust this takes time—two years for speed-up projects and three to four years for a mill."

The costs are enormous. The American Paper Institute estimates an investment of \$300,000 per daily ton is needed to build a new newsprint facility. A relatively modest 100,000-ton-per-year facility, therefore, requires the expenditure of something on the order of \$87,000,000 before the first roll of newsprint comes off its machines.

**(John C. Waugh is a public relations executive at Hill & Knowlton Inc. He edits *Newsprint Facts* for the Newsprint Information Committee, a group comprised of Canadian newsprint manufacturers.)**

## ANNOUNCED NEWSPRINT CAPACITY INCREASES (METRIC TONS)

Company	Location	Annual Capacity	Start-Up Date
MacMillan Bloedel	Port Alberni, B. C.	50,000	1980
Kruger	Bromptonville, Que.	48,000	1981
MacMillan Bloedel	Powell River, B. C.	190,000	1981
Abitibi—Price	Stephenville, Nfld.	136,000	1981
B. C. Forest Products	Crofton, B. C.	175,000	1982
Crown Zellerbach	Elk Falls, B. C.	180,000	1982
Donohue/Normick Perron	Amos, Que.	160,000	1982
B. C. Forest Products	Hurdy, Alta.	175,000	1985

TOTAL: 1,114,000

Company	Location	Annual Capacity	Start-Up Date
Bear Island	Doswell, Va.	163,000	1980
Boise Southern	DeRidder, La.	163,000	1980
Garden State	Pomona, Calif.	34,000	1981
North Pacific	Longview, Wash.	191,000	1981
Publishers Paper	Newberg, Ore.	191,000	1981
St. Regis	Houston, Tex.	130,000	1981

TOTAL: 872,000

## TOTAL CAPACITY ADDED BY YEAR (METRIC TONS)

	1980	1981	1982	1985	Grand Total
Canada	50,000	374,000	515,000	175,000	1,114,000
United States	326,000	546,000	—	—	872,000
	376,000	920,000	515,000	175,000	1,986,000

Canadian mills have committed some \$1 billion to increase their newsprint capacities in the early '80s. U.S. mills are expected to spend close to \$750 million on similar projects during the same period.

To date, Canadian mills have announced newsprint capacity increases totaling 1,114,000 metric tons through 1985. U.S. mills have announced increases totaling 872,000 metric tons, with 326,000 tons to be brought on stream in 1980 and 546,000 tons in 1981.

This means that as of now a grand total of 1,986,000 additional metric tons of newsprint may be expected to be available by 1985. Greatest capacity growth—1,811,000 metric tons—will come in the next three years.

Other facilities being actively considered could increase Canadian capacity by another 675,000 metric tons and U.S. capacity by 800,000 tons.

In addition, unannounced speedups at mills in both countries probably will add further to total capacity, according to industry sources.

It would appear, then, that the newsprint industry will be able to meet the 11.3-million-metric-ton demand Dr. Jon G. Udell, ANPA economic consultant, foresees for the U.S. in 1985.

Two factors that emerged around 1977 have enabled the Canadian newsprint industry to embark on its present capital expenditure program.

One is the relative weakness of the Canadian dollar compared to its U.S. counterpart. The other is the current strong demand for newsprint, which has kept mills operating at near capacity.

Combined, these two factors contributed to raising the average return on capital in 1978 to 10.3% for those Canadian

forest products companies that report publicly. (In the early '70s, the average return on capital for the same companies was only 6.6%, less than that of related industries in the U.S.)

"Of course, such an advantage is precarious and one which can quickly disappear," noted one industry observer.

Federal and provincial incentive programs for investment and research also have aided Canadian pulp and paper companies to further upgrade their plants.

At a recent seminar sponsored by the Pulp and Paper Research Institute of Canada and the Canadian Pulp and Paper Association, predictions for the 1980s included the following:

- Use of TMP and other high-yield pulps in newsprint will continue to grow. The result will be a better product, better cost effectiveness and better tree utilization.

- Newsprint mill operations will become less energy consuming and more productive. Newsprint machines will become wider, faster and more efficient.

- There will be a definite trend toward the use of twin-wire formers, which now account for about 12 percent of total Canadian capacity. The twin-wire newsprint machines offer several advantages, including a more uniform product with similar top and bottom surfaces.

- Computerization of newsprint mill operations is far from peaking. In addition to more effective control of basis weight, moisture, caliper, reel hardness and brightness, new areas of quality control, such as opacity and roughness, also will be computer-controlled. (Some 250 computers worth \$100 million are now in use in Canadian mills; a decade ago there

*(Continued on page 35)*

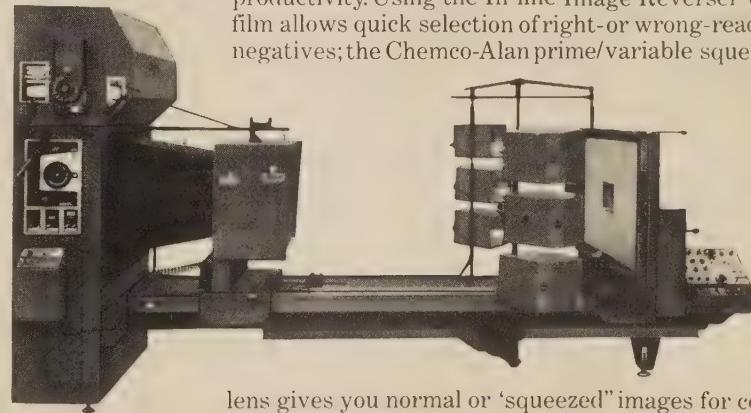
# Q

# How many cameras are in this ad?

You probably know about Chemco's Spartan III. It's the roll film camera that produces quality negatives at high speed and low cost.

But you might not know that the Spartan III can also produce line or halftone prints in one step. Chemco's Powerlith Print System eliminates the need for a second imaging system for paste-up prints. The system is a Spartan III equipped with the Chemco In-line Image Reverser, using Powerlith Duplicating Paper on one of its four film reels.

The Powerlith Print System can cut up to 60% from the cost of making prints, depending upon the system you presently use. Dot quality is equal to or better than diffusion transfer systems and superior to electronic imaging and stat camera systems. And, in a moment, you can be back to



making film negatives quickly and economically.

Several accessories further increase Spartan III's productivity. Using the In-line Image Reverser with film allows quick selection of right-or wrong-reading negatives; the Chemco Alan prime/variable squeeze

lens gives you normal or "squeezed" images for copy reproportioning; and the Repeatamatic System can produce two negatives per minute.

So if you still see only one camera in this ad, call your Chemco man or use the coupon. We'll show you how one Spartan III can be two or more cameras for you.

## Spartan III It does more, you do less.



**Chemco**  
photoproducts co.

Division of Powers Chemco, Inc.  
Charles Street, Glen Cove, N.Y. 11542  
Telephone (516) 676-4000

ED10

Send me full details on the Spartan III camera.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Telephone \_\_\_\_\_

(Attach to your letterhead or business card and mail.)

# A

At least two.



ARTIST'S rendering of Sentinel Star Company production facility.

## \$38.8 million offset plant for Orlando

Sentinel Star Company, publisher of the *Orlando* (Fla.) *Sentinel Star*, plans to build a \$38.8 million production plant featuring offset printing and the latest in newspaper technology on its present site in downtown Orlando. Construction started in January with the plant scheduled for completion in September 1981.

The 107,000 square foot production building will initially house a 24-unit Goss offset press, a laser plate-making system, high-speed inserting equipment, computerized distribution systems and automated truck-loading equipment. The 67,000 square foot pressroom and support area can be expanded to accommodate 54 press units. The 40,000 square foot ground-floor mailroom will house the complex inserting, packaging and distribution system necessary to deliver the many different editions of the *Sentinel Star* which is a 24-hour newspaper.

"This is the first of a multi-phase construction project that will position the *Sentinel Star* for the year 2000," said Charles T. Brumback, company president. "We plan for this to be one of the

most modern and complete newspaper production facilities anywhere," he said, "one that befits one of the great American growth markets."

"In addition to later deadlines and cleaner reproduction, the offset press operation will give the *Sentinel Star* more flexibility to tailor specific products and zone local news to meet the varied needs of the many growing Florida communities within our circulation area," said Jim Squires, *Sentinel Star* editor.

The *Sentinel Star* also operates a large suburban production facility in south Seminole County, and the newspaper's Suncoast Division, which includes several newspapers and shoppers on the west coast of Florida, has printing plants in New Port Richey and Naples.

The long-range master plan was developed in 1978 by Lockwood-Greene Architects and Engineers of New York. Phase I architecture and engineering will be a joint effort by Lockwood-Greene and the local firms of Duer, Blankenship Architects Inc. and Hunton, Shivers and Brady. Tuttle White-Mellon Stuart of Orlando will act as project construction managers.

Sentinel Star Company is a wholly owned subsidiary of Tribune Company, Chicago, whose extensive holdings include the *Chicago Tribune*.

specific reasons as to why the electronic composition equipment is different and not part of the manufacturing process and, therefore, subject to the sales tax.

## New officers elected

Church Rickards, Whitlock & Co., Westchester, Ill., elected new officers to their board of directors. They include: Daniel F. Marcquensi, vicepresident; Edgar W. Swick, secretary and consultant; and Margaret Meerschaert, treasurer. Ernest H. Powell remains as president and Alan R. Johnston as assistant secretary.

In addition, the board of directors announced plans to set up a new plastic newsbag division. Harry Plante is in charge of the project and is based in Wyckoff, N.J.

## Editors test news layout on terminal

Editors of the *Minneapolis Star* and the *Minneapolis Tribune* have begun testing one of the first electronic layout terminals installed in a newspaper plant.

The terminal, which enables editors to draw video equivalents of traditional page dummies, was developed by the newspapers' programmers using standard hardware and software written in-house to newsroom specifications.

Unlike electronic ad composition and page "paste-up" systems that are already used by or proposed for newspapers, the News Layout Test System is based on the theory that newsrooms can control full-page output by using an inexpensive dummying terminal and existing editorial systems without actually seeing the type displayed on a video page image.

Under the theory being tested in Minneapolis, once editors draw precise electronic dummies and use the editorial system to trim the text to fit the allotted space, the "flowing" of the type onto the page can take place automatically and unseen inside a computer. This is in contrast to a theory of pagination that would have an operator direct and modify the "flowing" as it takes place on a video screen.

Rodgers Adams, newsroom coordinator for the project, said the newspapers' developed its own system because the number of unanswered questions seemed to be holding back vendors and other newspapers.

"One of our main goals is to prompt discussion in the industry, to try to answer some of those troubling questions," Adams said. "We welcome editors or vendors who would like to try out the terminal for themselves."

The terminal operates on a combination of Ramtek and ATEX hardware, running off a host DEC PDP-11 computer. The fundamental concepts of the layout software are designed to operate with any sophisticated editing system, but in its current configuration relies heavily on operating system facilities of the Stex system installed at the Minneapolis newspapers.

Jack McDaniel is the project manager.

## Hobby group appoints Perilla

The Hobby Industry of America has appointed Bob Perilla Associates, Inc., New York, as its national public relations counsel. Public relations programs planned for 1980 include national and local TV, radio and print media coverage of various hobby categories.

# Direct offset laser plates made for straight run

The *Ledger-Star* and *The Virginian-Pilot* of Norfolk, Va., produced direct offset plates (pre-sensitized) for the December 20, edition of the *Virginia Beach Beacon*, using an EOCOM Laserite plate making system.

Several pages of the pasted up edition were transmitted using a Motorola microwave channel from the newspaper's Norfolk office at 150 W. Brambleton Ave., to the new production plant on Greenwich Rd., in Virginia Beach, seven

miles away.

The completion of one page, from a pasted up copy to a directly exposed printing plate, took one minute, six seconds. The advance run was for 220,000 copies with the laser produced plates going the full straight run. The papers plan to use wipe-on offset plates daily and produced directly by the laser system when the new plant goes on-stream in late February or the middle of March.

## New facilities

(Continued from page 32)

were two.)

Ongoing or contemplated newsprint research encompasses some pretty exotic spheres. For example, can papermakers imitate natural forest processes, turning wood into pulp biologically rather than chemically or mechanically? Can a method be perfected that would permit newsprint to be made with little or no water? Is it possible to make newsprint whose opacity could be made to order regardless of basis weight?

## Laser users meeting set for NYC

The second meeting of the Lasers in Publishing User Group, formerly Lasers in Newspapers User Group, will be held January 23-25, 1980, in New York City at the Roosevelt Hotel.

The User Group will have two plant tours on Thursday, January 24, with the first tour scheduled for the *Asbury Park (N.J.) Press* and the second scheduled for the *New York Times*. Both visits will stress working laser applications in the production of the daily papers.

On Friday, January 25, E. Blanton Kimbell, director of research and development, the Associated Press, will be the luncheon speaker.

The User Group plans to form a number of sub-groups, such as; AP Laser Photo Users Group; Autokon Users Group; HCM DC300L Users Group; Laserite Users Group; LogEscon Users Group; Photo-materials and lasers Users Group; and Computer-to-plate Users Group.

Individuals wishing to attend should contact the executive director, Dr. S. Thomas Dunn, Vista, Calif., (714) 758-9460 or Steering Committee members: Robert M. Lindsay, superintendent of press and plate department, *St. Joseph (Mo.) Gazette*; Joe Malcor, electronic superintendent, *Times Mirror Company*; Joseph B. Martin, director of technical development, *The New York Times*; Lou Haga, production manager, *Las Vegas (Nev.) Review-Journal*, and chairman of the steering committee.

The first meeting of the group took place in October of last year.

## Printers compatible for System/34/38

Decision Data Computer of Horsham, Pa., has a series of compatible printers for System/34/38 users. The printers have speeds rated at 300, 600, 750, 900 and 1500 lines per minute. Also, the printers can be installed on each System/34 in a configuration that takes up to seven line printing units.

**Who's who in front-end systems?**

**Mycro-Tek . . .**

Who has over 100 newspaper installations? Mycro-Tek.

Who has maintained their excellence in manufacturing and product service that was established over four years ago? Mycro-Tek.

Who can design either a one terminal or sixty terminal system? Mycro-Tek.

Who can offer from 70,000 character storage up to 80 million character storage? Mycro-Tek.

Who has telecommunications, class ad and billing, circulation management, and an ad display makeup terminal (ADCOMP)? Mycro-Tek.

Who has designed their products so their customers can UPDATE their systems and always retain the latest in technology? Mycro-Tek.

Who has developed an around the clock service department, an applications department, and a customer service department to answer any questions that may arise after you have installed your Mycro-Tek front-end system? Mycro-Tek.

Give them a call today and ask for a demonstration on a leading front-end system.



**MYCRO-TEK, INC.**  
"The Front-end System Specialists"

820 West Second  
Wichita, Kansas 67202  
800-835-2852  
In Kansas call 316-265-5277

# System keeps records on ad accounts

An electronic system has been developed by the Advertising Checking Bureau to record essential information on newspaper advertising.

"The system—called FACT (Flexible, Accurate, Cost efficient, Timely)—collects, processes and stores data and information on every variety of advertising carried in daily and weekly newspapers," ACB said.

According to ACB, Fact collects uniform form records each of which describes an ad in terms on where it has appeared; who placed the ad; what was advertised and the characteristics of the ad itself.

The data base may then be accessed individually or in any grouping to allow report or graphic output to be generated for or by any FACT user, ACB said. Additionally, as the records are posted to their main file in the data base, they are read into a number of "Trend" or sub files. These "Trend" files have been programmed into FACT to serve as a snapshot of the market-place as expressed by its advertising. The value of the snapshot is further enhanced by the current nature of the information and data.

Included in the current "Trend Library" are summaries relating to: store or store groups by products, price line and publication; store or store groups by date of week; product or product grouping by date of week by store; store or store groups by week by newspaper; VIP or "TOP 20" accounts by store type with week-to-date totals; running seven or 30-day activity (by advertiser) product or product group; and by zip code.

The "Trend Library" which can be expanded at any user's request, is available on demand and may also be appended in a selective manner to any periodic report supplied.

The FACT electronic system also generates conventional periodic reports (monthly, year-end, etc.), usually in formats that mirror those produced by existing syndicated data services. This feature permits comparisons to be made to past information.

Other FACT design characteristics have been influenced by ACB's own activities. ACB, involved in a wide variety of custom advertising analysis projects, found that newspapers have a growing need for information and data regarding their product. These needs extend to the ability to secure data quickly, to use it in the most economical manner (i.e. with computer assists), and to enable comparisons to be made with direct competitors and to advertising in other media as well.

FACT data and information can be supplied to users in a variety of forms.

These include conventional printed reports, raw data on magnetic tape (formatted to suit) and through a terminal query system. Of these methods, the terminal query system utilizes the data base to maximum advantage.

ACB said the benefits of the FACT system to newspaper marketing and ad executive when used in a terminal inquiry mode are: reports can be tailored to individual specifications; altered and improved as required; ability to be used by non computer personnel; conversational question and answer format; brands, markets and time periods can be easily related in a near infinite number of ways; turn-around time extremely fast; utilizes personnel to their best advantage.

Working with the experience of the Advertising Checking Bureau, all input and editing procedures have been supplemented with the advanced digital technology. Ad measurement and encoding are performed on "Digital Tablets"; now employed by a number of newspapers to create ads, used in this case to dissect and analyze page content. The use of an overall "Real-Time" computer structure allows data to be free of conventional batch restrictions. Data once through its editing and quality control checks is instantly a part of the data file, available for inclusion in any report for one or all users of the FACT service . . . without month-end delays.

The data illustrations to the article are samples of files taken from a NY Metro Study (1979) of Major Department Stores. The stores were monitored for 15 general products and representative prices. Data in all cases was available on a running basis within 24 hours of date of publication in both "TREND" and conventional report formats as the test was being conducted.

The system is of modular design allowing data input collection terminals to be added to its host computer, or the computer linked via packet switching (telephone) and other transmission systems to client terminals on a time-share basis.

Present hardware design includes a video display terminal, digitized board with pen and communications interface. Output devices (printers and color VTD's) of a variety of types for report production and graphic presentations are optional.

The software for the system is flexible and permits information and data to be presented in a variety of forms or formats that can satisfy the most demanding of research/marketing projects encountered in everyday newspaper usages.

## Central printer

Galt (Calif.) Herald purchased a six-unit News King press to print 70 weekly newspapers for the Bay, Sacramento, and Stockton, California areas.

# Offset press order goes to M.A.N.-Wood

Burlington (N.C.) Times-News will begin installation in June of this year of a five-unit Lithoflex web offset press from the Wood-Hoe division of M.A.N.-Wood Industries.

Included in the purchase are a color cylinder, a double 2:1 folder, and five fully automatic Wood reels. The contract is valued in excess of \$2.4 million.

David T. Rutledge, publisher of the paper that is owned by Freedom Newspapers, Inc., said the new press will replace Hoe Letterpress units in two steps. Old units will be removed and new units substituting for them will be placed in the same building.

This is the second Lithoflex purchase by Freedom Newspapers with the first purchase made by the Colorado Springs (Colo.) Gazette Telegraph for a seven-unit Lithomatic II web offset press.

## Processing system to use NAPP

Montreal (Quebec) Gazette has expanded production with the purchase of a NAPP Satellite plate processing system and a second NAPP Twin Star processing system.

When coupled with the Gazette's existing Twin Star system, the additional equipment will boost the paper's hourly plate capacity past the 200 mark. The paper recently began using steel-backed Napplate II S.

## Text system designed for mid-range dailies

A computerized text management system for medium-sized newspapers was announced by Digital Equipment Corporation's graphic arts group. Called TMS-11/xe, the system is designed for newspapers in the 30,000 to 65,000 circulation range, and incorporates Digital's top-of-the-line PDP-11/70 minicomputer.

A typical TMS-11/xe system consists of two PDP-11/70s with more than one million characters of internal memory each, three disk drives with a total 200 million characters of storage, two high-speed hard-copy teleprinting terminals for operator communications with the computers, two magnetic tape units, typesetter interfaces, printers, and a total of 24 VT72/t and VT61/t terminals.

The VT61/t terminals are used to enter news and classified copy; the VT72/t terminals are microcomputer enhanced units used by editors for copy review, headline writing, and typesetting management.

A minimum-configuration TMS-11/xe is priced at \$387,000; a typical system with 24 terminals is priced at \$510,000.

## Unions oppose plans to print by facsimile

The *Sun* (a Rupert Murdoch London daily) and the *London Daily Express* have run into determined opposition to their plans to print in Scotland using facsimile transmission.

The *Sun*'s parent company, News International, is reportedly spending £6.60 million to convert a Glasgow, Scotland, warehouse into a satellite printing plant which could produce copies of the *Sun* for Scotland and some new markets like the Irish Republic.

Express Newspapers, the parent company, wants to print 50,000 copies a day of the *Scottish Daily Express* and has given a contract to a former Express worker, but both plans have run into opposition by the Scottish Graphical Division of the Society of Graphical and Allied Trades (a trade union), representing compositors in Scotland.

Bruce Matthews, managing director of News International, commented: "We would understand the Scottish argument if we were to set up material in London that was distinct to London. We have told them that we would be prepared to enter into an agreement that if ever we did use different material for Scotland it would be set in Scotland. All we need to do is to relieve pressure on our London presses and save the cost of flying 200,000 copies to Scotland every day. In the initial stages we are offering more than 100 new jobs."

The *Scottish Daily Express* was printed from its inception in Glasgow but since 1974 has been produced in Manchester.

The SGD is backed by the National Union of Journalists and SLADE, the union representing artists. They fear that printing the *Sun* in Scotland will undermine the jobs of their members on other Scottish newspapers, particularly the *Daily Record*, the Daily Mirror group newspaper published in Glasgow.

## Dealers raise funds for legal defense

The Metropolitan Routedealers Association representing "more than 150 independent dealerships" in the New York area is raising \$250,000 for a legal fund to defend its members against attempts by New York's newspapers to put them out of business.

The creation of the defense fund comes in response to the New York Times Company's so far successful efforts to take over home delivery service of the New York Times newspaper in the Boston area.

The Times instructed Boston's wholesalers to stop supplying the area's independent dealers last September when it began offering Boston readers home delivery of the newspaper at local newsstand prices of 30¢ daily, \$1.10 on Sunday, and \$2.90 per week. The Times contracted its Boston area home delivery with Consumer Marketing Services, Inc.

In October a Boston independent dealer, Mario Carco, sought in Massachusetts Superior Court a preliminary injunction ordering the Times to continue supplying him with newspapers. The court denied his motion.

Perceiving the New York Times Company's Boston moves as a potential threat to its members, the Metropolitan Routedealers Association contributed to Carco's legal expenses.

"We're just being prepared. They (Boston's dealers) have the same publisher we have here," explained the association's executive director, Jules Beitler, of the reason for starting the legal defense fund. "We hope we will never have to use the money, but there will always be conflicts over at what price a newspaper should be delivered. We have property rights in our routes to protect."

Though he declined to give details, Beitler said "conflicts" which threaten the relationship between the routedealers and the New York Times Company

have resulted from recent policies instituted by the newspaper which "are squeezing the hell out of the poor independent."

He added that at this point in time, "No legal action is being taken or being planned" against the Times by the MRA.

Calling the New York Times newspaper the routedealers' "main home delivery product," Beitler estimated that MRA members deliver 300,000 copies of the Times daily and 500,000 copies on Sunday.

The MRA has collected "well over half" of the total \$250,000 goal so far, according to Beitler.

"We're getting it (pledged amounts) in increments instead of lump sums," he commented.

The New York Times's circulation sales manager, Marjorie Longley, said the newspaper does not have "any comment at all" regarding the MRA's legal defense fund.

## Cuban news agency to receive UPI wire

United Press International and Prensa Latina, the Cuban news agency, have signed an agreement for the exchange of their news services.

The two agencies will exchange their Spanish language services under terms of the agreement signed by Gustavo Robreno, director general of Prensa Latina, and John Virtue, UPI's manager for the northern division of Latin America.

The agreement means the return to Cuba of UPI news for the first time since 1969 when the Cuban government closed the bureaus of UPI and the AP.

The agreement, under discussion for nearly three years, is considered a step toward eventual reopening of a UPI bureau in Havana. The final step depends on the normalization of diplomatic relations between the United States and Cuba.

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# Ad scene

By Dan Lionel

## Will the big agencies rock help wanted boat?

Every Sunday the *New York Times* carries about a half million dollars worth of display help wanted ads in the back pages of its financial section with an overlap in sports and ROP.

Add to this the reams of agate help wanted ads that fill a separate classified section of its own.

What's true of the Times holds for papers throughout the country in proportion to their market, both Sunday and daily.

Small wonder that classified ad managers, eyeing the trend toward takeovers of strictly recruitment ad agencies by giant general service agencies, could harbor some misgivings of changes in the wind. Such changes might threaten the help wanted category that, with an increase of almost 30% for the year, is powering the irrepressible classified growth pattern by a margin of almost 2 to 1 vs. every other classification.

The announced takeover of Barickman/Hodes A.A. by Doyle Dane Bernbach following the absorption of World Wide A.A., another recruitment agency giant with billings estimated at \$60 million by J. Walter Thompson a few months ago, plus the lively rumors that Ogilvy & Mather is wooing one of the pioneer agencies in the field, Deutsch, Shea & Evans, are not being viewed with very much alarm however, either at the Times or by Eric Anderson, classified chief at the Newspaper Ad Bureau.

Asked whether agencies like Doyle Dane and Thompson might be expected to institute shifts in help wanted media from traditional newspaper columns to radio and tv, Ron Moss, assistant CAM at the Times said tv and radio would probably continue in their role as back up to print media, largely by directing attention to print ads for details of job offers.

"Our business here has been dramatically increasing over the years," he said. "I think that the agencies who have purchased outfits like Bernard Hodes and World Wide, because they are extremely successful and profitable agencies, are not going to get in there and muddy the water. I think the big agencies want the recruitment shops they've picked because they're like little diamonds. They don't really want to get into the nitty gritty of the recruiting business themselves and from all indications they will leave the current managements intact. After all, what they bought was experts and I doubt if they're going to meddle with them."

Anderson, the NAB's V.P. for classified, who rides herd on a category that will bill over \$4 billion for the year 1979 with over a quarter of the total in help

wanted, doesn't believe that a switch to radio or tv is in the cards.

"The information that recruitment advertisers have to convey to the engineer or the accountant you can't get across in a 30 second commercial," he said. "There are a lot of facts there that you have to get across in terms of location, salary, benefits, advancement, etc. that you can do very well in the classified or display columns of the daily newspaper. That's why, under any ownership, the recruitment agencies will undoubtedly have to continue to rely on newspapers as the principal recruitment medium."

All of which didn't prevent Bernard Hodes Advertising, Inc., in its current bi-monthly "Personnel Forum" newsletter, from leading off with a feature that occupied 2/3 of its front page and 2/3 of the back page of the 4 page paper headed: "A LOOK AT THE MEDIA: Broadcast-Using it effectively to meet your recruitment goals."

While the article acknowledged that "newspapers are the primary medium in personnel recruitment" it indicated typical uses of radio and tv, including directing attention to a newspaper ad, inviting students to an on-campus interview, inviting call-ins for job interviews and inviting direct job applications.

## Landmark to start new daily in Md.

*Carroll County (Md.) Times*, a tri-weekly newspaper published in Westminster, will begin Monday through Friday publication March 3, according to publisher Ed Beeler.

The newspaper has a paid circulation of 17,000.

Beeler said planning began last August to add Tuesday and Thursday editions. The morning newspaper is now published Monday, Wednesday and Friday.

Carroll County Times is owned by Landmark Community Newspapers of Maryland, Inc., which two months ago purchased two weekly newspapers from now defunct Stromberg Publications. Those weeklies are the *South Carroll Herald* in Sykesville, Md., and the *Community Times* in Reisterstown, Md.

As a daily newspaper the Times will carry news and photographs from the Associated Press. Syndicated comics, columnists, features and television listings also will be added, Beeler said.

Construction of a new 36,000 square-foot building to house the Times and its commercial printing division is expected to be completed in August.

The building will be equipped with a new offset press and a complete computerized typesetting system.

## Atlanta firm offers coupon verification

Those "cents-off" coupons housewives redeem at supermarkets may seem like nickel-and-dime stuff, but they are big business—and sometimes a big headache—to the food industry.

Manufacturers of food, soap, paper products, and other items commonly sold in supermarkets annually issue some 70 billion coupons and pay out almost \$1 billion to redeem them. But not all that amount goes to thrifty housewives.

Some of the coupons are redeemed by non-existent stores; others are sent in by legitimate stores but in greater numbers than can be justified by sales of the products being promoted. In one way or another, rip-off artists are raking in an estimated \$200,000,000 a year from fraudulent redemption.

To help manufacturers combat the growing problem, Atlanta-based Equifax Services Inc., through its general management systems division, now offers a service that verifies the existence of stores that send in large numbers of coupons and determines whether the stores actually stock the promoted items. Users of the service include some top-brand manufacturers and agencies that serve as coupon clearinghouses.

To make the checks, Equifax Services uses field representatives in some 1,200 locations across the country.

"No one is really certain how widespread fraud is," said Al Knautz, Equifax marketing vicepresident in charge of general management systems, "but manufacturers are concerned enough to be attempting to stop it. When you consider the fact that a newspaper might contain coupons with face values totaling \$10 or more, it's easy to see how an unscrupulous operator could turn a handsome profit."

One such operator in Los Angeles, according to Associated Press, was netting \$9,000 a month before being arrested. His modus operandi, Goff wrote, "involved convincing charitable organizations to collect an estimated 1.5 million coupons under the guise of fund-raising for worthy causes."

## Club mounts drive for new members

A 16-page sales brochure was mailed to 5,500 newspeople by the Overseas Press Club of America in an effort to increase membership.

OPC, which recently moved its headquarters to the Chemists' Club facilities at 52 East 41st St. in New York, has dropped the requirement that the applicant must have overseas experience as a news person.

Harry Rand is membership chairman.  
EDITOR & PUBLISHER for January 12, 1980

# Syndicates

By Lenora Williamson

## New features indicate 80s emphasis

Columns and features introduced on the print roster of the syndicates in the closing year of the 70s decade bid fair to indicate preoccupations of readers in the early years of the 80s.

An informal rundown of the new word offerings reported in the E & P syndicates column during 1979—showed that the abundance of varied commentary/essay columns introduced was almost equally matched by the number of money/financial and medical/health related columns.

And there was naturally some overlapping in those subject fields by the growing number of magazines being offered to newspapers in syndicated packages—such as *Weekend Magazine* (Canada) *U.S. News & World Report*, *Psychology Today*, and *World Press Review*.

Then one new syndicate feature from Princeton Features “A Changing America: Trends & Forecasts” is surveying local news in 206 newspapers as the basis for its forecasts of what is coming in the 80s and beyond. Naturally, for the 80s—such a feature involves highly computerized data.

And riding right along in the wake of the money squeeze and inflation tornado is United Feature’s “The Supermarket Shopper”—a column that tells readers how to save money with all those coupons and refund offers in their newspapers.

Strangely enough, there did not appear any new specific feature on how to cook for the family—or even for one or two people for that matter—on inflation-bound budgets. Three cooking features going into comic strip format generally emphasized the gourmet side.

And strangely too, only a couple new ones were aimed at the older segment of the population—“Young Again” and “Past 65.” Early on, columns for senior citizens were somewhat anchored down to Social Security Q & A format—where now the readership’s interests spread across spectrums of medicine, real estate, investments, housing, budgets, general money problems, entertainment, and more.

Going beyond the traditional columns by interior decorators, the Register and Tribune Syndicate came up with a weekly feature on “Today’s Compact Living” for that growing segment of apartment, co-op, and condo bound folks. And it uses various writers for information on apartment shopping, furnishing, financing, etc.

Also borrowing from the comics format—usually in panel form—were several new features on sports and energy.

The race for name book serializations went on apace and will continue—as will one-shot articles and special series—as syndicates utilize the headlines and lifestyle interests in more flexible marketing style. Part of that need is, of course, fulfilled in their syndication of major newspaper and magazine articles.

And a sprinkling of other subject entries were in entertainment, jazz, country music, education, bridge, handicraft,

the handicapped, media, words, television, feminism, Latin America, Canada, collectibles, psychology of work, and more.

The difficult game of self-syndication seemed to maintain its lure for young, old, and in-between. Letters still come in asking how to do it. Such as: I am considering a test mailing to 300; but how do I go about selecting the most promising from the thousands in your yearbook?

That is another story, with no simple answers.

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## Wire editor looks back on nuke site accident coverage

After the President's Commission on Three Mile Island evaluated—and criticized—the press coverage of the nuclear accident, the *Rochester (N.Y.) Times-Union* decided to take a look back at its own coverage.

The result was a 2,500-word, Page 1 story in December 19 editions, plus a 600-word sidebar on how the Times-Union and Rochester Gas and Electric Corp. were responding to commission recommendations.

Carl Schierhorn, the Times-Union wire editor who wrote the report, found that coverage generally gave an accurate impression of the severity of the accident, the worry about potential danger, and the confusion at the scene. But, he wrote, on specific points:

"There were mistakes and misinformation. They often were not the fault of the press, but the end result was the same: The public didn't always get

adequate and accurate information."

The story said the Times-Union coverage, primarily from Associated Press dispatches, reflected commission criticism that the press over-emphasized equipment failure as the cause of the accident, didn't explain radiation levels well enough and never said what a "general emergency" (the first report of the accident) was. Like the Three Mile Island Commission, the story pointed out that all of those problems reflected misinformation and confusion from sources at the scene.

The story's biggest criticism was of headlines that emphasized radiation leaking from the plant. It pointed out that the radiation leakage was actually very small, and simply to say "Radiation Still Leaking from Nuclear Plant," in 84 point type, may have left readers with an impression things were actually worse than they were.

The story concluded that the most difficult part of covering the Three Mile Island accident "was that the actual damage—outside the power plant itself—was almost insignificant. The potential damage was catastrophic."

From the findings of the story and recommendations of the commission, Times-Union managing editor Nancy Woodhull has:

—Decided to make sure two editors and two reporters are backgrounded in the rudiments of nuclear power, so they would have a head start in case of an accident locally.

—Begun looking for experts on nuclear power the paper could hire in case of an accident.

—Begun putting together a file with background information on nuclear power, a local nuclear power plant and emergency evacuation plan.

The story was suggested to Times-Union editors by Robert Giles, executive editor. "The assessment of the coverage of Three Mile Island by the President's commission seemed to offer us an unusual opportunity to examine our own work on the story and make an accounting of it to our readers," said Giles.

## Multimedia to split stock 3-for-2

Wilson C. Wear, president of Multimedia, Inc., said the company's board of directors has authorized a 50% common stock distribution.

One additional share will be issued for each two shares of common stock owned on February 1, 1980.

Cash will be paid in lieu of fractional shares.

Wear also said that the board declared an increase in dividends which will now be \$.13 $\frac{1}{2}$  per share after giving effect to the stock split, and is payable February 15 to holders of record on February 1.

## Reporters accompany med team to Thailand

When a handful of Minnesota doctors and nurses volunteered their medical skills to assist the Cambodian refugees in Thailand, the *St. Paul (Minn.) Pioneer Press* thought it was added reason to make coverage of the refugee story a personal thing to their readers. So they sent along a reporter and photographer team, who were in Thailand for three weeks in November.

"We felt that the story was important enough to give readers an even deeper look into the problems of that part of the world," said executive editor John Finnegan. "And our team brought back a dramatic portrayal of one of the most significant and tragic stories of 1979. It involved the death of a people—the people of Cambodia."

Pioneer Press reporter Mike Sweeney and photographer Craig Borck accompanied the American Refugee Committee medical team from Minnesota, who were sent to one of the border camps after being embroiled in relief agency politics.

Sweeney and Borck headquartered in Bangkok but spent most of their time at two huge border camps, into which Cambodian refugees were pouring daily.

During those weeks, Borck's photos moved well through the Bangkok Associated Press office, though sometimes late. But Sweeney's copy was moved on a feeder wire that took about eight hours to connect with St. Paul.

After their return to Minnesota, a special news section—eight pages devoid of advertising—was devoted to a wrap-up of their trip, a look back at their experiences. It contained new stories and pictures, a bonus package for every Pioneer Press reader—a close look at the refugees, the medical teams from all over the world bringing them hope, and the scope of the political and military situation in Southeast Asia.

All the newspaper departments cooperated in preparing the section and for compositors and platemakers it was unusual to do a matched plate double truck in the center spread.

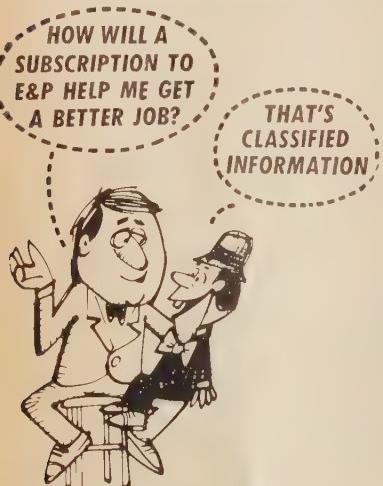
"Borck and Sweeney were touched and grieved by the pitiful condition of many Cambodians arriving at the camps, and it showed in their outstanding, insightful stories and pictures," said Graphics Editor Brian Steffens, who put the section together.

## Deaths

DON MURRAY, 57, report and editor at *Cocoa (Fla.) Today* since 1976 and one-time managing editor, *Albany (N.Y.) Times-Union*; December 18.

\* \* \*

AL PANZERA, 60, sports photographer for the *Fort Worth (Tex.) Telegram*, December 31.



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THE COIN BOX (the original one), published every week since 1965, will introduce your readers to the world's most fascinating hobby! 400 words, weekly. Write for FREE samples. High quality, low rates. MND Features, 1263 West Pratt Blvd, Chicago IL 60626.

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WEEKLIES—Begin the new year with a current affairs feature by William Wallace. Award winning column: THE EIGHTIES, Box 15, Fraser NY 13753.

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### GENERAL

FOR THE ONE publisher in 10 really serious about promotion—The Bottom Line tells your local merchant why he should use more newspaper advertising. Weekly questions and answers by publisher-professor use fact, logic and humor. S. Gale Denley, The Journal, Box 278, Bruce MS 38915.

BUSINESS, health, career columns, book reviews, photos. Brochure, samples \$2.50. Kim Coale, PO Box 938, Fairhope AL 36532.

FLEXIBLE FREELANCE FEATURETTES on Western History, Natural History or Science. Details: Information Systems, PO Box 359, Ft Collins CO 80522.

HUMOR, info, puzzles; low prices. List and few samples free. Kit of 60, \$2. Dickson, 17700 Western 69j, Gardena CA 90248.

### HUMOR

YOU'LL HEAR the knee-slapping all over your circulation area! 400-word family humor column, \$5 each. Now those are cheap chuckles! Dick Emmons, 2411 Buckingham, Ann Arbor MI 48104.

### MONEY

"MORE FOR YOUR MONEY"—Weekly column of money-saving news guaranteed to please readers. Proven results. Camera-ready. Free samples. Mike Le-Fan, 1802 S. 13, Temple, TX 76501.

### MOVIE REVIEWS

MINI REVIEWS (Cartoon illustrated) Great for weekend section or entertainment pages. Issued weekly. Camera-ready. Our 6th year. Cineman Syndicate, 7 Charles Court, Middletown, NY 10940. (914) 692-4572.

### MOVIE QUIZZES

FILM FOLLIES—Weekly movie quiz that grabs film fans, makes them regular readers of your entertainment pages! Authoritative, imaginative reader-puller. Inexpensive. Samples, rates from Newspaper Workshop, 9204 Cypresswood Cir, Lutz FL 33549.

### PUZZLES

gaG Art wRyfaB sLy vEx yes—GARBLES! L'S THL BES. DAN PU ZLE. NY ARS. PO Box 54 Cooper Station NY NY 10003.

### REAL ESTATE

HOUSE CALLS—Citation for recent national award says "entertaining format, concise, solid writing skills and a wealth of real estate knowledge." 6th year, major dailies. Edith Lank, 240 Hemingway, Rochester NY 14620. (716)271-6230.

### RECORD REVIEWS

RECORD REVIEW—Keep your readers informed. Everyone buys records!!! Contact: Imagine Magazine, PO Box 2715, Waterbury CT 06720. (203) 753-2167.

### SPORTS

BASEBALL CONTEST builds ad sales, circulation. Dailies, weeklies. We do all judging. Hurry for exclusive your city. Allied Press International, Box 2291, Washington DC 20013. (202) 638-2749.

### SENIOR CITIZEN

SENSITIVE AND REALISTIC—Today's senior citizen population is increasing and more varied than ever. Margaret, a leading authority, speaks directly to their concerns—and their strengths, in DEAR SENIOR CITIZEN. Letters and answers of interest to all ages. Full of practical information, spice and life. Weekly. Write for samples and rates: MHS Features, PO Box 425, Lenox Hill Station, New York NY 10021.

### TAXES

TAX FACTS—Readable, accurate, timely column derived from latest Tax Court opinions. Free samples and rates. Tax News Corp, Box 1589E, Albany OR 97321.

FARM TAXES, popular weekly column in its sixth year is available in a few areas. For topical samples and prices write: Cricket, Box 527, Ardmore PA 19003.

### WEEKLY

"BOOTSTRAPS" is basic. It's an interesting, competitive, habit-forming, 800 words of creative entertainment and cultural motivation for self-improvement. \$5 per week, 4 weeks free. Elm Hollow Syndicate, Box 403, Livingston Manor NY 12758.

### ANNOUNCEMENTS

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Studies Director, School of Journalism,  
University of Iowa, Iowa City IA 52242.  
Phone (319) 353-5414.

#### PHOTOJOURNALIST

Middle Tennessee State University's Department  
of Mass Communications seeks an individual capable of teaching a wide  
range of photography courses, most especially  
in the area of photojournalism. This new,  
tenure track post requires an ability to teach print journalism courses as well,  
and begins August 1, 1980. MTSU has one of  
the largest photography programs in the South,  
housed in new, state-of-the-art facilities. The program has a well-known  
photo gallery and publishes a photographic annual which is distributed  
throughout the United States and to parts  
of Europe. Applicants should have a combination  
of degrees that would indicate mastery  
of both journalistic and photographic skills,  
such as an undergraduate degree in  
photography, a Ph.D. in journalism,  
or an undergraduate degree in journalism  
and an undergraduate degree in photography.  
A person must have five years of magazine  
experience, or comparable experience  
in addition to the degrees demanded. Salary  
and rank will be determined upon the basis  
of degrees, media, and teaching experience.

Please send a letter of application,  
resume, and three letters of recommendation  
to Dr. Edward M. Kimball, Chairman,  
Department of Mass Communications,  
MTSU, Murfreesboro TN 37132, (Telephone  
number: 615 898-2813). Application  
deadline is February 15, 1980.  
Females and Minorities are encouraged to  
identify themselves for Affirmative Action  
Statistical Reports.

Middle Tennessee State University is an  
Equal Opportunity/Affirmative Action  
Employer.

## HELP WANTED

### ACADEMIC

**OHIO STATE UNIVERSITY**—The School of  
Journalism is accepting applications for a  
tenure track position as assistant professor  
with a special interest in graphics/news  
editorial courses. Academic and/or professional  
layout and design experience required.  
PhD preferred. Starts October 1, 1980. Salary: \$15 to 18,000. Application  
deadline: February 15, 1980. Contact:  
Professor Paul V. Peterson, Search Committee  
Chair, School of Journalism, The Ohio State University, 242 W 18 Av, Columbus,  
Ohio 43210. (614) 422-7438. An equal  
opportunity employer.

**JOURNALISM** instructor, part time.  
Minimum 3 years daily experience in print  
or broadcasting. Prefer New York-New Jersey  
journalist. Apply by March 1, 1980.  
Send resumes, clips to Chairman, Journalism  
Program, Department of English, Rutgers  
University, Newark NJ 07102. Equal  
opportunity employer.

**ASSISTANT PROFESSOR**—Tenure-leading,  
effective August 18, 1980. Teach writing,  
reporting and/or newspaper editing  
plus graphics and/or core courses in  
history or communications, communications  
law and mass communications and  
society if necessary. Job includes regular  
share of student advising and committee  
assignments as well as responsibilities  
to serve within the profession. Requires Master's  
in Journalism, Doctorate preferred,  
with at least five years professional experience  
in newspaper and/or magazine journalism.  
Apply by February 15 to: Mr. Jack  
Botts, Chairman, News-Editorial Department,  
School of Journalism, The University of  
Nebraska-Lincoln, Lincoln, Nebraska 68588.  
Affirmative Action/Equal Opportunity Employer.

### ADMINISTRATIVE

**GENERAL MANAGER** needed for non-profit  
publishing company affiliated with  
Northwestern University. \$4000 annual  
budget, 3 publications, including daily  
campus newspaper. Must have proven  
managerial ability, journalism experience  
and commitment to education of student  
personnel. Send resume, salary requirements  
by January 14 to: Students Publishing  
Co., 1999 Sheridan, Evanston IL 60201.  
Interviews in late January.

**ASSOCIATION MANAGER**  
Applications now being accepted for position  
of manager of 113 year old state press  
association. Qualified applicants with  
newspaper knowledge and/or experience  
should send resume with personal references  
and salary requirements to Search Committee,  
Mississippi Press Association, P.O. Box 1789, Jackson MS 39205.

**ARE YOU a husband and wife team looking**  
for the chance of a lifetime? How about  
running our paper in a beautiful Rocky  
Mountain tourist community? If you know  
weekly journalism from top to bottom don't  
let this opportunity pass you by. Send resume  
to Box 31933, Editor & Publisher.

**SMALLER CAN BE BETTER**  
Owner of profitable, weekly newspaper in  
desirable Long Island community seeks  
top deputy with strong editorial background  
plus general management problem-solving  
experience in organization of editorial product and layout, copy  
editing, headlining and page design and ability  
to gradually assume responsibility for  
non-editorial facets of operations. Send resume,  
salary requirements and letter describing  
how your interests, objectives, and background  
qualify you for the job. Box 31914, Editor & Publisher.

**Publisher**  
**THOMAS REGISTER OF AMERICAN MANUFACTURERS**

Thomas Publishing Co., the leader in  
Industrial Directory Publishing is seeking  
a publisher who is profit conscious  
and tuned-in to marketing.

This self-starter must be skilled in  
computer applications and work well  
with people.

Desirable attributes include background  
in Books/Magazine publishing,  
direct mail and experience in use of  
Thomas Register.

**Thomas Publishing Co.**  
1 Penn Plaza  
New York NY 10001  
Equal Opportunity Employer M/F

## HELP WANTED

### ADVERTISING

ADVERTISING SALES PERSON with executive potential needed March 15 for small town competitive Midwest weekly newspaper. Must have minimum 2 years experience and be strong on promotions, layouts and enthusiasm. Successful sales achievement record required. Starting pay \$18,000, plus large commissions for increases. Chance for equity. Send resume, letter about your accomplishments to Box 31658, Editor & Publisher. State present total earnings.

FAST GROWING suburban weekly in California, looking for strong, enthusiastic individual with some experience in advertising. Salary+ high commission, mileage. Immediate opening. Reply Foster City Progress, PO Box 4040, Foster City CA 94404, Attn: Sharry Han, Ad Manager.

ADVERTISING SALES MANAGER  
We're looking for a self starter with the right experience to turn our advertising department around. If you are promotion minded, creative, aggressive, an organized planner and can motivate people, we may have the job for you! We are a paper, 30,000 circulation, weekly newspaper group in the northern area of Chicago's western suburbs and we're offering you a great opportunity for a challenging job. Your salary will be based on your past history and your ability to perform, benefits are included and the whole package is negotiable. We're looking for experience and evidence of success. Please send your resume, including employment history and salary requirements as well as other pertinent information to Box 31756, Editor & Publisher.

IN NEW YORK STATE, 5 day PM daily, under 10,000 circulation, looking for responsible advertising manager. Salary competitive. Send resume to Box 31807, Editor & Publisher.

WE ARE INCREASING our circulation by 100,000 in 1980. Positions that will be open are Advertising Director, District Sales managers, retail sales and circulation. You must want to achieve total success for yourself and the company. Advancement opportunities excellent within the paper and affiliated companies. Zone 8. Send resume, references and salary history to Box 31724, Editor & Publisher.

AD DIRECTOR to be groomed for general manager for weekly newspaper group in New Jersey. Salary open, full benefits plus pension and other options. Send resume to include present and past salaries. Box 31850, Editor & Publisher.

"FLORIDA OPPORTUNITY"  
Must Be Able to Relocate Immediately  
As Retail Ad Representative

This is your chance to sell in the nation's fastest growing market and enjoy the Sun Coast lifestyle.

If you:  
• Are a professional with at least 5 years newspaper experience,  
• Know how to use market data,  
• Have a proficiency in developing new business,  
• Want to build your career in a fast-paced retail selling market,

Send your resume today to Dick Mitchell, Ft Myers News-Press, PO Box 10, Ft Myers FL 33902.

ADVERTISING SALES PERSON for general advertising department of metropolitan newspaper, Zone 2. Must have neat appearance and experience in calling on top-level management. Some out-of-town travel required. Company paid life insurance, hospitalization, major medical, optical, dental insurance. Excellent salary plus commissions. Send resume to Box 31829, Editor & Publisher. All replies confidential and will be acknowledged.

GOOD RETAIL SALES opportunity. Morning, evening daily in Southeastern college town. Above average incentives, excellent benefits. Great opportunity with family owned group. Send resume to Box 31825, Editor & Publisher.

LARGE GROWING WEEKLY in northern California seeks dynamic, experienced advertising manager to direct a sales force of 4. Must be promotional minded and able to work with large accounts. Good salary and benefits. Send resume and salary requirements to Box 31753, Editor & Publisher.

E & P CLASSIFIEDS  
The Industry's Marketplace  
(212) 752-7053

## HELP WANTED

### ADVERTISING

ADVERTISING DIRECTOR for suburban daily and several weeklies in Zone 2 rapidly growing area. Great potential for energetic player. Excellent salary plus liberal incentive. Call Charles Meredith, Free Press, Quakertown PA, (215) 536-6820.

#### ADVERTISING DIRECTOR

Weekly group with tree circulation in excess of 100,000 copies per week is accepting applications for this position in advertising field. We are located in the most competitive market of south Florida. Applicants should be very aggressive and have training to manage a staff of 16. Experience with TMC/shoppers is a must, both selling and competing. Excellent opportunity for the right person with all normal benefits available including profit sharing. Resume and all particulars including salary history to Box 31797, Editor & Publisher. All confidences will be maintained.

ADVERTISING SALESPERSON wanted by the Middletown Press. Should be an ambitious self-starter, fully experienced in newspaper advertising sales. The position requires selling new accounts and servicing established ones. Excellent benefits, salary and commission. Send resume to Sam Tierney at The Press, 472 Main St., Middletown CT 06457.

IF ROCKY MOUNTAINS make your heart skip a beat and if ad sales are your area of expertise, we might have the job you've been looking for. Send resume to Box 31934, Editor & Publisher.

ADVERTISING SALES REP—  
YOU CAN EARN \$30,000 PLUS  
Career opportunity, 30 minutes from Manhattan, selling for fast growing, 112,000 circulation shopper. Applicant must have some experience, must love the thrill of victory in successful persuasion but does not become discouraged when he or she fails to persuade, and must have the ability to accurately sense and adjust to the reactions of another person. Excellent management potential. To \$15,000 salary plus commission, depending upon experience. Call Jeff Fichtner (212) 720-9700.

SALES MANAGER for medium-sized San Diego County daily. Applicants must be strong in staff development and motivation; developing and giving sales presentations. Newspaper management experience, strong track record, good references a must. Southern California major account contacts necessary. Send a resume to Box 31899, Editor & Publisher. State salary requirements.

ADVERTISING MANAGER capable of learning full management of Houston suburb semi-weekly and shopper. High growth, benefits, all perfect for person with right background and attitude. Replies confidential. Gary Smith, (713) 592-2626.

ADVERTISING MARKETING director with a success record in marketing retail and classified advertising, promotion, training. Good opportunity with Zone 5. Growth market weekly group. Box 31928, Editor & Publisher.

## SALES PRESENTATION DIRECTOR

The Chicago Sun-Times is looking for an experienced creative professional to head up its expanded Sales Presentation Department.

If you possess strong graphic skills, a working knowledge of audio/visual equipment, and enjoy a challenge, please call:

Jim Enright—312/321-2468  
or send letter or resume, in confidence, to above person at:

CHICAGO SUN-TIMES  
401 North Wabash Avenue  
Room 100  
Chicago, Illinois 60611

Salary commensurate with ability; excellent benefits.

## HELP WANTED

### ADVERTISING

ASSISTANT GENERAL MANAGER  
All-American campus daily seeks assistant general manager for advertising, production and typesetting. Degree in business, advertising, communications or graphic arts and/or three years experience in publications' advertising sales or production required. Civil Service position. Salary range \$13,285-\$18,600. Send resume by January 25 to Harry Thiel, Daily Vidette, Illinois State University, Normal IL 61761. Equal Opportunity/Affirmative Action Employer.

#### ADVERTISING SPACE SALES

Excellent opportunity for person interested in becoming a part of one of New Jersey's largest and fastest growing daily and Sunday newspapers. Challenging position for aggressive individual newspaper or related space sales experience. Attractive salary, liberal commission and expenses. Car required. Send complete resume including earnings required to Box 31742, Editor & Publisher.

MARKETING DIRECTOR for 14,000 suburban daily in Zone 2. Must be mature manager experienced in competitive market and extremely energetic. Salary plus incentive commensurate with experience. Box 31889, Editor & Publisher.

## ART/GRAFICS

### NEWS ARTIST

Major North Central daily newspaper has an immediate opening for an experienced news artist. Prime candidate will be highly skilled in full color ROP, major illustrations, newspaper design and layout, and informational graphics.

We offer excellent growth opportunity with a quality newspaper group. Very competitive salary and fringe benefit package.

If interested, send confidential resume complete with salary history to: Brian Steffens, Graphics Director, St. Paul Dispatch and Pioneer Press, 55 E 4th St, St Paul MN 55101. No phone calls please.

## GRAPHICS DIRECTOR

### A Major Afternoon Newspaper in the Midwest

Seeks experienced graphics director to plan, coordinate and supervise the paper's total graphic appearance. This is an extremely challenging job that requires maturity and experience at all artistic levels, but particularly in page layout and design. Administrative qualities are also desirable to coordinate effort among departments and to oversee a 9-person art staff.

Box 31794,  
Editor & Publisher

## HELP WANTED

### ART/GRAFICS

#### CHIEF ARTIST

Zone 4, metropolitan newspaper is seeking a highly skilled graphics oriented individual with supervisory skills to assume total responsibility of our existing art department. Requirements include college or art school degree and a minimum of 3 years editorial art experience. Strong illustrator/cartoontist skills required. Salary commensurate with experience and comprehensive fringe benefits package. Please respond in writing detailing experience, education and salary requirements to Box 31811, Editor & Publisher.

## NEWSROOM STAFF

### ARTIST

Graphics artist to illustrate news and features in daily and weekend sections. Must be proven illustrator with ability to interpret news and be versatile in maps, charts and diagrams. Two person art staff. The industry's most modern offset plant and daily color requirements combine to offer challenging opportunity. Send resume and work samples to George Bryant, The Virginian-Pilot, 150 W Brambleton Av, Norfolk VA 23501.

## CIRCULATION

CIRCULATION MANAGER for weekly newspaper located in Las Vegas, Nevada. Need an aggressive individual with a proven track record in circulation. Emphasis on home delivery. Great opportunity for the right person. Excellent salary plus incentive program. Call Tom Bravo at (702) 737-0111, or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

CIRCULATION PROMOTION MANAGER for Yakima (Wa.) Herald-Republic, 40,000 morning daily. Opportunity for creative, sales-oriented circulator to initiate and implement promotion and training programs. Salary package to \$22,000 plus benefits. Send resume to Ken Causey, Personnel Manager, Yakima Herald-Republic, PO Box 9668, Yakima WA 98909. We are an equal opportunity employer.

CIRCULATION DIRECTOR for non-daily group serving suburban metropolitan area in Zone 2, having ABC, CAC and free distribution papers. Individual must be a top flight circulator, with proven promotional track record, and strong administrative capabilities, with a real sense of direction for his department. Top wage and incentive for top circulator. Company paid benefits. Box 31886, Editor & Publisher.

DISTRICT MANAGER for far west Chicago suburb. Superior salary and opportunity available to the superior district manager willing to work. We have one of the most rapidly growing circulation papers in Illinois. We are looking for people who want to grow with us. If you are promotion minded, willing to stretch yourself to learn all phases of circulation, we can help you advance rapidly to a mid-management position. All serious inquiries welcomed. Call Ken Simmons (312) 844-5907.

## CIRCULATION DIRECTOR

### METRO DAILY

The Seattle Post-Intelligencer is seeking a circulation director capable of leading a rapidly growing department in a rapidly growing newspaper through the challenges of the 1980s.

The successful candidate will have a proven track record in a medium or large daily newspaper demonstrating long-term success in the development, implementation and control of all basic fundamentals of circulation including: leadership and motivation of employees in a strong union environment, budgeting and accountability control systems, long-range planning, innovative sales and service programs, and knowledge of circulation computer technology.

In addition to "America's most livable city," we offer an exceptional benefits package and the challenge of a highly competitive marketplace.

If you have the requisite skills and are prepared for the challenge send a complete resume, including references, to Virgil Fassio, Publisher, Seattle Post-Intelligencer, 521 Wall St, Seattle WA 98121. Your reply will be kept confidential.

## HELP WANTED

### CIRCULATION

**WANTED**—Aggressive, knowledgeable circulation manager. Must have good references. A good position for assistant wanting to move up. AM daily in Zone 3. Salary plus bonus on production. Send resume in confidence to Box 31830, Editor & Publisher.

**7-DAY**, 30,000 AM in Zone 5 needs district manager to function as assistant circulation manager. Ground floor opportunity for first step into supervision with national group. Write Box 31821, Editor & Publisher.

**CIRCULATION MANAGER**—50,000 circulation. Zone 5 weekly group, dominant in growth market. Excellent opportunity for a pro with credentials on pain and TMC. Alternate distribution experience a plus. Box 31929, Editor & Publisher.

### CIRCULATION DIRECTOR

**THE CONCORD MONITOR** in Concord, New Hampshire, is seeking a skilled manager of people who has a history of successful management in circulation.

We require a manager with strong marketing, analytical, and planning skills who has the capacity to conceptualize and innovate. He/she must possess not only an inventory of traditional circulation skills but knowledgeable, as well, in current developments and concepts.

In return, we offer a highly professional environment, a growing, 19,500 daily, the license to pursue excellence, and a highly desirable area in which to live.

Please send your resume with a cover letter addressing our requirements to Michael D. Coughlin, General Manager, The Monitor Publishing Co., 3 North State St. Concord NY 03301.

**MEDIUM-SIZE** newspaper in Zone 2 looking for **CIRCULATION MANAGER** who accepts responsibility for growth as a measurement of job performance. Chain newspaper which offers excellent opportunity for future advancement. Full benefits. Salary plus incentive. Apply Box 31879, Editor & Publisher.

## METRO CIRCULATION MANAGER

The Orlando Sentinel Star seeks an experienced manager to be responsible for circulation within the primary market area of central Florida. This challenging position requires a successful history of accomplishments in all phases of circulation. Candidate will have good communications skills and experience in marketing.

If you are interested in joining an aggressive newspaper that is growing faster than its market, send your resume to:

**SENTINEL STAR**  
Employment Center  
PO Box 2833  
Orlando FL 32802

An equal opportunity employer M/F

## CLASSIFIED ADVERTISING

**CHICAGO NEIGHBORHOOD** group of 3 weekly newspapers needs "take charge" classified manager immediately. Ideal for current No. 2 person or management, phone sales person. Tremendous potential for lineage growth as this position is brand new. Salary plus override on business increase over 1979. Paid benefits. Employees know of ad. Send resume to Box 31739, Editor & Publisher.

## DATA PROCESSING

**DATA PROCESSING MANAGER** Little Rock, Arkansas based newspaper group needs Data Processing Manager. DEC hardware, RSTS/E OS. Seeking newspaper background with circulation computer system experience. Ability to manage people and work with top management and data processing users is essential. Send resume and salary requirements to: Allen Berry, WEHCO Media, Inc., PO Box 2221, Little Rock AR 72203.

**EDITOR & PUBLISHER** for January 12, 1980

## HELP WANTED

### EDITORIAL

**DYNAMIC** beginner needed by small Midwest daily newsroom. Must be great at spelling, writing, typing, college academic achievements and leadership potential. Chance to learn all phases of publishing. Write Box 31301, Editor & Publisher. Send complete resume, nonreturnable samples and letter about yourself. Include salary expectations.

### NEWSROOM EXECUTIVE

Medium-size daily in East needs a room leader. We seek an aggressive editor who can oversee the city desk while taking an active part in running the rest of the newsroom, reporting directly to the editor. We're committed to excellence and have begun an extensive rebuilding program to make ours a top-notch local newspaper. But we need that one editor with the vision, drive and sharp management skills to help us get results. We offer exceptional salary (\$25-30,000), benefits and location, and the probability of rapid advancement. If you have at least five years of solid daily newspaper editing experience, write us at Box 31657, Editor & Publisher. Include professional references.

**MID-SIZE** daily in Zone 2 seeking experienced editorial person for possible managerial position. Send resume and references to Box 31636, Editor & Publisher.

### SPORTS COPY EDITOR

Immediately opening for an experienced copy editor interested in sports. Applicants should have at least 2 years experience in copy editing and have some experience in layout. Experience with sports graphics a plus. If you are interested in working for a progressive 117,000 circulation all day newspaper located in southwestern Virginia please mail your resume to Bill Brill, executive sports editor, Roanoke Times & World News, PO Box 2491, Roanoke VA 24010. An equal opportunity employer.

**SPORTS LAYOUT**—Know how to design imaginative sports pages, edit copy and meet deadlines? Zone 2 dailies, 125,000 circulation seeks someone with VDT experience. Send tear sheets, salary requirements. Box 31734, Editor & Publisher.

**REPORTER-EDITOR** needed immediately for small daily in warm Southwest. Must be strong at layout, feature writing, photography. Send resume and clips to John Mechaly Jr., The Kingman Daily Miner, PO Box 3909, Kingman AZ 86401.

### FOOD WRITER

The Detroit Free Press is looking for a food writer. The right person might not be specializing in food now, but he or she is an accomplished reporter and feature writer who has a proven interest in food and abundant ideas for imaginative coverage of that important part of our lives. Send resume and clips to Frank Denton, Editor, The Way We Live, Detroit Free Press, 321 W Lafayette, Detroit MI 48231.

**EMPATHY** is the ability to identify with the feelings of your fellow human beings. If you are a feature writer able to write tight stories that make the reader feel the pain, joy and frustration of daily life, let us hear from you. You should have 5 years experience, at least 3 on a metro. Send 4 clips, cover letter and resume to Box 31805, Editor & Publisher.

**THE KANSAS CITY TIMES** is seeking an experienced agriculture reporter in connection with a new weekly agri-business section. Knowledge of agriculture and economics important. Should be familiar with production and topical agriculture issues. Particular knowledge or experience involving Missouri, Kansas, Iowa, Nebraska helpful. Please send applications to Janet Myer, Business Editor, The Kansas City Times, 1729 Grand Av, Kansas City MO 64108.

**SPORTS EDITOR** and Family Living Editor needed. Excellent opportunity, 5700 circulation daily, good working conditions and benefits. Each of these is a one person department with help from other staff personnel, stringers and correspondents. Each editor lays out his own pages. Pay depends upon past experience and/or ability and training. Located in Louisiana's best sports area. Excellent salt and fresh water fishing, crabbing, shrimping and hunting. Box 31783, Editor & Publisher.

## HELP WANTED

### EDITORIAL

### NEWS EDITOR

The Galesburg Register-Mail, an award winning independent 22,000 daily 6-day newspaper in a western Illinois city of 37,000 seeks managing editor to direct the production of lively, modern pages. The news editor is responsible for the design, editing and production of an average of 36 daily pages. Copy editing and desk experience required. VDT experience and college degree preferred. Work samples and references required. Write or call John S. Smetana, Managing Editor, The Register-Mail, 140 S Prairie St, Galesburg IL 61401 (309) 343-7181.

### REPORTER/COPY EDITOR

Northern California daily 22,000+ offers permanency, beautiful family-type growing community, excellent climate with mild winters. An opportunity to learn and work with the latest electronic news system to experience a larger or more personnel who can offer good sound journalistic fundamentals, and skills, stability, a concern for local news coverage and an ambition to progress. Box 31746, Editor & Publisher.

**BUSINESS REPORTER**—San Juan, Puerto Rico. Weekly business newspaper. Over 40,000 circulation. We seek a reporter with at least 2 years experience not counting school papers. Must have economics or business experience to work with this largest English language and business paper in the Caribbean. Spanish-bilingual. Resume with clippings to:

Publisher, Caribbean Business  
PO Box 6253, Loiza Station  
Santurce, Puerto Rico 00914

**SEASONED REPORTER** with at least 3 years experience on medium or large daily or wire service sought for prestigious independent Washington communications newsletter committed to superb journalism. Highly aggressive, imaginative applicants sought. Top pay and benefits. Send resume and clips to Paul Warren, Associate Editor, Television Digest, 1836 Jefferson PI NW, Washington DC 20006.

**WE HAVE OPENINGS** for 2 skilled and talented active arts and entertainment writers who want to work in pleasant, congenial Washington state news room where morale is high and there is pride in the product. The Everett Herald covers the Seattle-Everett scene and is a 62,000 6-day daily with plans for Sunday publication.

Applicants need a college degree and minimum of 3 years daily newspaper writing experience. Their writing style will be bright, lively and provocative. Good organizational skills and a team spirit are necessary.

The ARTS WRITER will be able to initiate story ideas and have a background in the theatre, classical music, dance, community arts, politics. We're looking for balanced, intelligent reviews, sparkling profiles and behind the scene features.

The ENTERTAINMENT WRITER will be knowledgeable about the popular music scene; write intelligent reviews of concerts, stage and night club shows; produce weekly column on Northwest entertainment scene and cover the business of show business. Film reviewing a decided plus.

Resume, samples to Ralph Langer, Editor, Everett Herald, PO Box 930, Everett WA 98206. No calls please. An equal opportunity employer.

## HELP WANTED

### EDITORIAL

**MANAGING EDITOR** for small Chicago area daily newspaper. Looking for an experienced news person to handle supervision and editing tasks. Send resume and salary requirements. Box 31774, Editor & Publisher.

**IMMEDIATE OPENING** for editor of high circulation weekly. Must have working experience in writing, photography (no darkroom), dummies and all aspects of running a weekly operation. Good salary, exceptional benefits with company of 9 publications and central printing plant located in Zone 5. Box 31888, Editor & Publisher.

### FAMILY EDITOR

If you can organize and produce a well rounded people oriented section that will mean something to the majority of our readers please apply. 7-day, 27,000 award winning daily. Experience required, VDT knowledge preferred. Send resume, clips, salary requirements to James R Brown, Managing Editor, Sandusky Register, 314 W Market St, Sandusky OH 44870.

**NEED COPY EDITORS** who edit tightly and write excellent headlines. Wire and layout experience helpful. Try-out is mandatory. Only first time applicants please. References are a must. Send resume to B. Clair Cobb, News Editor, Arizona Republic, Box 1950, Phoenix AZ 85001.

**INSTRUCTOR** or Assistant Professor in Journalism with minimum 3 years' newspaper experience. M.A. degree required, Ph.D. degree preferred, to teach reporting and editing. Should have experience with VDTs. Applications accepted until February 15, 1980. Employment will begin in September, 1980. Salary depends on experience and background. Equal opportunity affirmative action employer. CONTACT: Dr. Raymond W. Buchanan, Chairman Department of Communication, University of Central Florida (formerly Florida Technological University), Box 25000, Orlando, Florida 32816.

**BUSINESS REPORTER** for medium-sized Midwestern daily. One or two years experience, or graduate with business orientation. Box 31757, Editor & Publisher.

## Business Writer/Editor

National publishing company specializing in publications for the financial community seeks a business writer/editor with the talent necessary to develop a major regional business magazine from the ground up.

This is a quarterly magazine will direct its attention toward Florida business, with an eye to both the Southeastern United States and Latin America.

Only individuals with significant experience in high gross publications and with a knowledge of editorial and photographic sources should respond.

You will work in an upbeat ad agency atmosphere with complete composition design and art services under the same roof. Good starting salary with full company benefits including profit sharing.

Applicants with the appropriate credentials should respond with a letter, resume and samples to: President, First Marketing Corporation of Florida, 5092 Northeast 37th Street, Fort Lauderdale, Florida 33334.

## EXECUTIVE EDITOR

Your strongest personal asset is your ability to manage and motivate your news staff. You know your newspaper's most important strength is lively, local reporting. You're good at planning, people, budget, editing, graphics.

Your biggest challenge yet is with our 35,000 morning daily going against a 49,000 afternoon competitor in the same hot market. We need your leadership.

This exceptional opportunity starts at \$35,000 plus excellent benefits. Write David Martens, Publisher.

**York Daily Record**

1750 INDUSTRIAL HWY. YORK, PA. 17402

## HELP WANTED

### EDITORIAL

LOCAL GOVERNMENT reporter sought in northern Illinois. Join a young talented staff on an award-winning 6-day PM. Emphasis on in-depth LOCAL copy. Some feature writing. VDT use helpful. Prefer some experience. Call or write Lenny Ingrassia, Managing Editor, Dixon Evening Telegraph, 115 Peoria Av, Dixon IL 61021. (815) 284-2222.

### OUTDOOR REPORTERS

The editor of a West Coast weekly for anglers and hunters is compiling a file of applicants for forthcoming reporter positions. Applicants should have a thorough knowledge of angling and hunting and must write concise and clear English. Send resume and clips to Box 31832, Editor & Publisher.

### THE HARTFORD COURANT

Needs a business reporter with some experience preferred. Some editing is required. There is potential for advancement. Send clips, apply to Managing Editor, The Courant, 285 Broad St, Hartford CT 06115.

**IF YOU HAVE** the experience, desire, knowledge, ability and professionalism to help build, train and develop the best news department in the country. We are interested in the challenge. We have a very bright future for the right person. An excellent opportunity for a qualified, proven professional who may be held back in his present job. A California daily in the 30,000 bracket with great potential is looking for you. A response and resume to this ad will bring you a telephone call explaining the position. Write Box 31859, Editor & Publisher.

### REPORTER

To do research and investigative articles on tax planning, estate planning, investments, starting small businesses, creativity and self-improvement for successful national magazine now in its second year of monthly publication. Please send resume, published articles, work references, and salary requirements to Editor, Taxing Times Magazine, Rt 1, New Concord OH 43762.

### SPORTS EDITOR

COPY EDITOR/REPORTER Two positions open on 15,000, 6-day PM with electronic newsroom in south central Pennsylvania.

Sports editor should be experienced in community sports coverage and layout, able to supervise staff of 2, plus stringers. Copy editor/reporter should have experience in layout and headline writing for spot that also includes general assignment and municipal writing.

East Coast applicants preferred. Send letter, resume and nonreturnable clips to: John T Adams III, Managing Editor, The Evening Sentinel, Carlisle PA 17013. No phone calls.

**WANTED**—General Assignment Reporter for small daily newspaper in Zone 2. Prefer reporter with some experience. Send complete detailed resume, salary history and clips to Box 31891, Editor & Publisher.

**NEEDED**: Reporter to star on morning paper in pleasant community of 60,000. In return to a talented writer and reporter whose interests aren't limited to journalism, we offer a progressive paper that wants to improve and is doing what it takes to get there. Box 31937, Editor & Publisher. Equal opportunity employer.

Editorial

### STAFF WRITER COMMUNICATIONS DEPARTMENT

We are seeking an individual with proven writing ability to plan, prepare and carry through to completion heavy writing and editing assignments: position papers, issue descriptions, speeches, news releases, features, etc. Paper industry and/or association experience as well as background in business and finance are desirable. Salary mid \$20s.

Please send resume with salary requirements to: Dept SW, Suite 816, 50 Rockefeller Plaza, New York NY 10020

An Equal Opportunity Employer M/F

## HELP WANTED

### EDITORIAL

EDITORIAL DIRECTOR for WFSB-TV, a Post-Newsweek Station, in Hartford, Connecticut. Responsibilities include keeping abreast of events and issues, suggesting 6-10 editorial topics a week, researching and writing original editorials. College graduate with experience as broadcast or print reporter or editor preferred. Send resume to Personnel Office, 3 Constitution Plaza, Hartford CT 06115. We are an equal opportunity employer!

GENERAL ASSIGNMENT REPORTER with 35mm photography skill. Excellent entry opportunity with 5-day southern Illinois daily. Send resume to Editor, Mt Carmel Daily Republican-Register, PO Box 793, Mt Carmel IL 62863.

### MEDICAL REPORTERS

Cover meetings for national chain of physicians' newspapers based in Washington DC suburb. Strong clinical background, free to travel. Relocate. Experience preferred, will consider beginner with good training in both life sciences and journalism. Competitive salary, liberal fringes, fast advancement, paid relocation. Letter, resume must state salary range. No calls, visits. Write Personnel, 12230 Wilkins Av, Rockville MD 20852.

**WANTED:** Person to edit lively, rural weekly newspaper. Independently owned. Nominal dollar pay; fantastic fringe benefits: hunt, fish, boat, hike or ski in nearby NRA and Wilderness area. Garden, log or farm in amenable climate. Opportunity for good copy and fine community relationships. Send questions and applications to PO Box 646, Halfway OR 97834.

**REGIONAL EDITOR**—The Watertown Daily Times, the newspaper of record for Northern New York—needs an editor to manage eight news bureaus and three regional sections. The Times is a 6-day afternoon family-owned daily. We cover three largely rural counties. The successful applicant must have proven experience in working with reporters and editors, have hard news experience and some copy editing skills. We offer a generous salary, annual wage increases, substantial fringe benefits, pleasant working conditions and a very liveable area. Applications including references should be made by February 8 to John B. Johnson Jr., Managing Editor, Watertown Daily Times, Watertown, New York 13601.

### COPY EDITORS

#### CITY/WIRE

Join one of the South's most progressive and dynamic newspaper organizations. The Ft Lauderdale Sun-Sentinel, a medium size 7-day metro located in south Florida has openings for experienced copy editors. Requirements include a strong background in copy editing, headline writing and layout. VDT experience and a minimum of 3 years on daily required. AM/PM shifts. Excellent salary and fringe benefits. Please respond in writing to:

Ft Lauderdale News/Sun Sentinel  
Claudia L. Jack, Employment Manager  
101 North New River Drive East  
Ft Lauderdale FL 33302  
(305) 761-4386

Equal Opportunity Employer

#### SOUTHERN CALIFORNIA

Morning-evening combination seeks reporter of demonstrated competence. Three year minimum contemporary professional daily journalism experience essential. Send full resume, ample writing samples, first letter, to: Leon A. Cherniss, Executive Editor, The Press-Enterprise Co., Box 792, Riverside CA 92502.

**GROWING CENTRAL TEXAS AM** paper needs wire editor. Responsibilities include page one layout and working with composing room, VDT system. Prefer applicants with copy or wire desk experience. Box 31931, Editor & Publisher.

### BUREAU CHIEF

New York State daily looking for experienced newswoman to oversee 4-member news bureau in small city. At least 4 years reporting and some supervisory experience required. Send resume and clips to Box 31932, Editor & Publisher.

### JOB LEADS

PR/EDITORIAL Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowbone Blvd., Forest Hills, NY 11375.

## HELP WANTED

### MAILROOM

MAILROOM FOREMAN On 43,000 progressive 6-day operation. The one we seek will have mailroom experience, be mechanically minded as well as being a "take charge" leader of staff. Good salary and excellent benefits. If you are the one we seek send complete resume and salary requirements to B J Hughes, Watertown Daily Times, Watertown NY 13601.

MAILROOM FOREMAN opening exists for 5-day PM with Sunday AM. Must be experienced with Mueller inserting equipment. Send resume and salary requirements to Box 31851, Editor & Publisher

### MARKETING RESEARCH

#### MARKETING RESEARCH ASSISTANT MANAGER

Our newspapers are seeking a person who has a thorough knowledge of marketing research to assume a highly responsible and highly visible position.

Responsibilities include conducting, managing and interpreting research used for management decision-making. Emphasis will be placed on research used in marketing the newspaper product. Additionally, the position involves assisting the manager with research used to market the newspapers to advertisers.

Candidates should have training and experience in marketing research. An MBA is preferred. Interested applicants should send resume and salary history to Michael Seraphine, Personnel Department, 425 Portland Ave., Minneapolis MN 55488.

#### THE MINNEAPOLIS STAR/ MINNEAPOLIS TRIBUNE

Equal Opportunity Employer

### PRESSROOM

PRESSROOM SUPERVISOR with technical skills and supervisory or management experience. Growing small daily in Zone 2. Possible 2 shift operation with increasing commercial printing, 6 unit offset press. Excellent benefits and salary. Not a dead end job. Box 31905, Editor & Publisher.

#### PRESSROOM FOREMAN

Non-working, union, 2-6 day daily newspaper, 8 unit Urbanite, good benefits, Zone 5. Send resume in confidence to: Jim Haines, Production Director, Anderson Newspapers, 1133 Jackson St, Anderson IN 46015.

### PUBLIC INFORMATION

## DIRECTOR OF PUBLIC INFORMATION WESTERN KENTUCKY UNIVERSITY

Immediate opening in a critical, top-level administrative position. The rewards will match the demands of the job.

The Director of Public Information reports to the Vice President for Administrative Affairs and is responsible for managing a sizable university department, including a news and broadcast bureau, photo lab, promotional publications, and sports information. In broad terms, the Director must be a creative thinker and an assertive and energetic leader who is comfortable in any business, professional, or social situation.

The Director should be a superior editor, writer, and office manager; be knowledgeable in all media areas, and be familiar with the problems faced by higher education.

The Director of Public Information supervises the production of news releases for both print and electronic media; develops ideas for substantial feature articles and in-depth stories, and maintains credibility with working news people.

A bachelor's degree is required, with a master's degree preferred. Appropriate experience in the area of public information is an important consideration.

Western Kentucky University is a center of learning, established and supported by the Commonwealth of Kentucky, where 13,700 qualified students receive general and specialized higher education at the undergraduate and graduate levels. Situated on a hill overlooking Bowling Green, a city of about 40,000 located in South-central Kentucky, the Western campus is acclaimed as one of the most beautiful in the nation.

Interested persons should send a letter of application and resume to:

Director of Personnel Services  
Western Kentucky University  
Bowling Green, Kentucky 42101

AN EQUAL OPPORTUNITY EMPLOYER

## HELP WANTED

### PRESSROOM

DUE TO EXPANDING pressroom operation we now have positions available for experienced personnel operating Goss Metro offset and letterpress. Good company benefits. Located in southern California. Contact Jim Thurman (714) 835-1234 ext 325.

RAPIDLY EXPANDING newspaper in Zone 5 is seeking an experienced pressperson capable of running top quality color work on a Harris 1650 or Metro press. Possible head pressperson or former M/F position for qualified person. Good company benefits and working conditions. Only qualified people need apply. Write Box 31610, Editor & Publisher.

ASSISTANT offset press foreman wanted. Good opportunity for someone with lithographic printing experience. This is an important leadership position for the person who enjoys working with and motivating others. We are a newspaper who takes pride in our award-winning printing. Good fringe benefits. Contact Dan Wahlheim, Press Foreman, The Daily Dispatch, 1720 5th Av, Moline IL 61265.

### PRODUCTION

PRODUCTION MANAGER for busy weekly newspaper in Sonoma, California. Should have experience in all phases of offset newspaper production. Good salary for right person. Health and dental plan plus profit sharing. A great job in a beautiful wine-country community. Send resume to Production Manager, P.O. Box C, Sonoma CA 95476.

PRODUCTION MANAGER for 6-day afternoon daily. We need a bright, well-organized person to handle our shop. This is a 118-year-old family-owned newspaper; circulation 42,000. We have the most modern computerized newsroom and composing system and we use the Heidelberg press system on our presses. No photographic press. The person we hire must have background in all production areas with particular emphasis on press. We offer a good salary with annual increases and an excellent package of fringe benefits. This is a lovely, hassle-free place to live. Please send resume and references by February 8. We may ask you to travel here at our expense for an interview. Address James W. Higgins, General Manager, Watertown Daily Times, Watertown, N.Y. 13601.

### PUBLIC INFORMATION

### PUBLIC INFORMATION

## HELP WANTED

### PRODUCTION

**ASSISTANT PRODUCTION DIRECTOR** Opportunity is available on Zone 4, medium sized metropolitan newspaper for individual with a minimum of 1-3 years production experience and proven record of accomplishment in all phases of production management. Strong people skills required. College degree, newspaper production experience, and ability to initiate and develop ideas—all plus. If you're looking for a challenge and a chance to join one of the nation's most progressive newspapers, send confidential resume detailing experience, education and salary history to Box 31923, Editor & Publisher.

### RESEARCH

#### NEWSPAPER RESEARCH PROFESSIONAL

Metropolitan daily/Sunday newspaper seeks media research pro to join dynamic, young promotion/marketing team. Should be well-schooled in all facets of survey research methodology and have some experience in the applications of data for advertising sales and newspaper product improvement. Masters degree preferred. Reply in confidence to Box 31906, Editor & Publisher.

## Positions Wanted . . .

### ADMINISTRATIVE

**OPERATIONS MANAGER**—Experienced front to back: heavy in computer systems, production and plant facilities. Confidence. Box 31711, Editor & Publisher.

**YOUNG WASHINGTON ATTORNEY** associated with major national law firm and government experience seeks position as assistant to publisher or chief executive of smaller daily or group. Phi Beta Kappa, honors law graduate. Salary and location no problem. Outstanding references. Box 31662, Editor & Publisher.

**TOP AD DIRECTOR** with accomplishments and references to prove it, seeking challenge with Western states daily as general manager or ad director with future. Experienced TMC, MBO, profit and budget oriented; innovative and motivated. Box 31737, Editor & Publisher.

**GENERAL MANAGEMENT**—skilled executive experienced in all phases of group and individual newspaper operations. MBA, 56, BE Wright, 801 South Shores Av, Decatur IL 62521.

**YOUTHFUL NEWS EXECUTIVE** with experience also in advertising and circulation will work like heck for group or individual in return for clearly defined route to ownership. Box 31865, Editor & Publisher.

### ADVERTISING

**EXPERIENCED** display and roto magazine salesman in competitive metro market seeks new challenges. Box 31653, Editor & Publisher.

**SEASONED** old pro, 49, strong on new business, permanent retail lineage, seeks responsible slot in tough situation in Zones 4 through 9. Box 31854, Editor & Publisher.

**AD MANAGER**, experienced all phases. TMC, staff training, budgeting, promotion. Agency, chain, shopping center sales. Box 31881, Editor & Publisher.

**NEWSWAKER PRO** with 30 year success story seeks new challenge. Knows how to work, train, build and manage. Available now! Box 31882, Editor & Publisher.

**EMPLOYED**, experienced advertising person, good references, desires permanent position, display or classified in Western States. Box 31919, Editor & Publisher.

**ADVERTISING SALES** management/general manager. Experienced all phases of newspapers and shoppers. Prefer Sunbelt location. Available immediately. K M Colemen (601) 627-2259.

### ARTIST

**SEEKING NEW** career on daily. Commercial artist for General Motors. Cartoonist for 3 weeklies. Solid portfolio. Bob Seymour, 4651 Graford Ln, Stow OH 44224.

## HELP WANTED

### SALES

**WANTED**—Sales Manager. Large circulation shopper-paid weekly community newspaper—commercial printing plant seeks creative, imaginative hard seeking person to assume sales management responsibilities of present sales force and seek new business. Position requires degree and at least five years previous experience selling advertising or printing. Sales and commission. Send resume with previous salary history to The Step Saver, Inc., 213 Spring St, Southington CT 06489 or call (203) 628-9645, ask for President.

### HAWAII

Hawaii's only natural sciences quarterly is looking for advertising and circulation pros to boost our sales. If you're interested in growing with a Maui based magazine featuring quality writing and photography about the Pacific Basin write us today. Hawaii Humpback, RR 1, Box 276, Wailuku, Maui, HI 96793.

#### To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

### CIRCULATION

**CIRCULATOR**, presently employed, 10 years experience. Little Merchant, OSM, motor routes, ABC, TMC, top notch motivator seeking zones 3, 5, 9. Box 31728, Editor & Publisher.

### EDITORIAL

**SPORTSWRITER** seeks position on metro after three years on small Easternly. Layout, writing, camera experience. Have experience covering pro and college teams. Box 31679, Editor & Publisher.

**FACTS AND GOOD WRITING** are my forte. 3 years of solid daily experience including government and investigative. Some editing experience. Looking for metro general assignment or beat, any zone. Will consider STRONG medium-sized daily. Call (404) 294-5574 or write Box 31835, Editor & Publisher.

**MUSIC EDUCATION** magazine editor who is published composer, 31, seeks Zone 2 magazine editor spot or position with music publisher. Formerly a successful freelance writer/photographer, I am experienced in all production areas. Strong on creativity and commercial artist point of view. Box 31726, Editor & Publisher.

**EDITOR**, 33, of product safety standards for largest U.S. testing lab, seeks stimulating editing slot in business, trade association, or trade press. Ex-weekly editor, daily photographer. Magna Cum BS in Journalism. Versatile, articulate. Mensa. Box 31720, Editor & Publisher.

**PRIZEWINNING** feature writer, young, ambitious, seeks features position. Experienced in editing, layout, VDT. Box 31745, Editor & Publisher.

**TAKE-CHARGE** city editor wants to lead medium-size daily staff to prominence. Will help young writers become polished professionals. Excel in bringing out best in others. Proficient at editing, designing layouts, writing headlines, generating ideas, and solving problems. Box 31818, Editor & Publisher.

**NEW CHINA HAND**—Gannett Fellow in Asian studies. Six years reporting experience. One year in Taiwan as freelancer and Washington Post stringer. Asian studies degree, Chinese language proficiency. Unlimited energy, initiative. Top references, clips. Available in June. Seeking post in, or related to, Asia or with Asia potential. Mike Rezin, 1448 Wilder, #9, Honolulu HI 96822. (808) 955-1638.

**HARD-WORKING** general assignment reporter. 4 years' experience on California weeklies, dailies—all beats. Berkeley grad. Skilled stylist, many freelance newspaper and magazine credits. Seek reporting position on daily Zones 7-9. Available immediately. K. Nemetz, 428 Ulloa St, San Francisco CA 94127.

## POSITIONS WANTED

### EDITORIAL

**PHOTO COLUMNIST**—Seeking position as photo columnist for large daily newspaper, or syndicated columnist for several publications. Six years experience as photo columnist for one of country's top ten papers. Technical, human interest features. Background: 32 years as writer, photographer and photo editor. Please contact Box 31661, Editor & Publisher.

**MAGAZINE** writer/editor, 7 years experience, seeks challenging position with environment, health or general interest magazine. Lincoln Bates, 30 Forrester St, Salem MA 01970.

**SUMMER JOB** sought by professor with 16 years full-time weekly, metropolitan newspaper, wire-service experience. Philip Mangelsdorf, Department of Journalism, University of Arizona, Tucson AZ 85721.

### NEED TOP NEWSROOM TALENT?

Highly competent, sober, reliable writer-editor-administrator ready to relocate for responsible, challenging post. Offers sound, 25-year background as metro daily newsman, published freelance writer, author, owner-editor of prize-winning weekly newspaper. Top references. Income flexible. Let's exchange letters. Len Davis, 6832 E. Nelson, Tucson AZ 85730.

**NEWSWOMAN** experienced in courts, governmental affairs, copy desk, seeks challenging beat, bureau or desk job. Box 31857, Editor & Publisher.

**HAVE DONE IT ALL** on weekly. Seeking a challenge, reporter with layout, rewrite, photo experience will bust tail for small daily that demands excellence. Prefer Kansas City area, but not necessary. Box 31860, Editor & Publisher.

**MANAGING EDITOR**, Southern small to medium daily, experienced and qualified. Box 31864, Editor & Publisher.

**YOUR PROFITS** and prestige rise, costs fall via my copy reading. Large metro. Box 31870, Editor & Publisher.

**REPORTER**, fleeing oppressive and authoritarian ad department, seeks asylum on daily paper (preferably Zone 5) which offers freedom of journalistic expression. Liberators should write to Box 31876, Editor & Publisher.

**OK, YOU SAID** I should get 1 or 2 years experience on smaller papers, so I have. Now I'm looking for a quality paper in a larger city; circulation 80,000 or more. Experience includes education, city beats. Good feature writer. VDT. Some editing work. Box 31922, Editor & Publisher.

**PAGINATION**—Key editor with first fully paginated daily. No bailout; want to move ahead. Eight years solid desk experience. Box 31892, Editor & Publisher.

**MAGAZINE EDITOR** (26) seeks newspaper to stretch horizons as reporter. East preferred. Box 31895, Editor & Publisher.

**REPORTER/Photographer** getting married. Need nursing school for fiance and wage to support family. Six years experience. Write or call: 8601 Zuni, Sp. 263, Denver CO 80221; (303) 428-3482.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification



## POSITIONS WANTED

### EDITORIAL

**EXPERIENCED**, young, weekly sports writer-editor seeking jump to solid, small/mid-size daily. Columnist and photographer. Zones 1-3 preferred, but willing to listen to other offers. Joel Poiley, (301) 655-7465 or (301) 465-1400.

**TALENTED** daily reporter with J-degree, a year's experience in city hall, school board, VDT, photography, has the small-town blues; seeks general assignment/features position in Zone 5, 9 or 1. Call (715) 623-4520 pm or write Box 31828, Editor & Publisher.

**SYRACUSE UNIV.** Newhouse School grad. 1½ years typesetter-proofreader-feature writer-temporary feature editor at weekly paper; 3 years news-feature-sports writer for SU daily, women's sports specialty. Avid sports fan, seeks job as writer for daily in Los Angeles or New York City area. I'm good—Let me show you! Box 31827, Editor & Publisher.

### FREELANCE

**MOSCOW OLYMPICS OR BUST**. I am heading there in a Volkswagen camper. Will send you a 1000-word weekly column about my adventures. Exclusive in your area if desired. Solid newsroom experience. Modest fee. Leaving June 1. Joe Felmet, 1831 W First St, Winston-Salem NC 27104. (919) 722-4555.

### PHOTOJOURNALISM

**PHOTOGRAPHER**—First place 1979 Keystone Press Award winner. 6 years experience, seeks position as staff photographer on city daily. Female, 31, BS psychology. Reply to Box 31846, Editor & Publisher.

**PHOTOJOURNALIST** with journalism degree and four years daily newspaper experience seeks picture editing job at daily newspaper. I can make words, pictures and design work together for your readers. Box 31820, Editor & Publisher.

### PRODUCTION

**SEASONED, RESULT-ORIENTED** Production Manager with proven record in productivity improvement, expense reduction, electronic systems design and management, quality control and plant design is looking for challenging position with medium to large daily. Two jobs in 19 years. Top references. Reply with confidence to Box 33109, Editor & Publisher.

### PUBLIC RELATIONS

**EDUCATION**, corporate PR experience. "Contented" now, but seek fuller use of capabilities. Skilled writer, creative imagination. Expertise with media—(meaning common sense, sincerity). Degree. Medill School of Journalism, Northwestern. No deadline, salary open. Prefer Zone 5 or 9. Box 31877, Editor & Publisher.

**CREATIVE** young Zone 5er now in government PR seeks challenging position. Skilled in newsletter preparation, speech and feature writing, reporting, researching. Box 31878, Editor & Publisher.

## Soviet "non-interference"

If you inquire of the UN Mission of the Union of Soviet Socialist Republic at 136 East 67th St., New York City, about the current state of the press in that country, you will receive several booklets or pamphlets on the subject in English.

One of them titled "Soviet Mass Media: Aims & Organization Past & Present," published by the Novosti Press Agency is of particular interest because most of it is written by Yuri Kashlev, "Executive Secretary of the USSR Commission for UNESCO."

He spends a lot of space writing about the efforts in UNESCO to adopt a Soviet-sponsored proposal on communications and makes it appear that it was finally approved in Paris without substantial change over great opposition from the Western nations.

However, in one place he refers to the document approved at Paris in 1978 as "A Declaration of the Fundamental Principles Governing the Use of Mass Media in Promoting Peace and International Understanding, in Defending Man's Rights and in Combating the Propaganda of War, Racism and Apartheid." In another place he calls it the "Declaration on Fundamental Principles Concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racism, Apartheid and Incitement to War."

A small difference, but we wonder who changed it.

In view of the developments in Afghanistan, we are intrigued by this comment:

"Soviet journalists attach great importance to the agreements in the Final Act of the (UNESCO) Conference on Security and Cooperation in Europe relating to the questions of information. We should recall here that on the initiative of the socialist countries provisions were included stating that cultural and information exchange and cooperation should 'contribute to the strengthening of peace and understanding among peoples and the spiritual enrichment of the human personality' and that 'this cooperation should take place in full respect for the principles guiding relations among participating states', i.e. sovereign equality, non-interference in other's internal affairs, equal rights, and respect for the rights inherent in the states' sovereignty.

"Soviet mass information agencies have always based their work on the principles and norms which the Soviet Union upholds in the international arena and have never adopted a hostile attitude towards any state, neither have they made attempts to interfere in other

peoples' affairs nor to display a lack of respect for them, their state or their public figures. Moreover, the propaganda of war, racial and national hatred and immoral practices is prohibited by law in the Soviet Union."

We wonder if any of the 8,000 newspapers, which Novosti says are in the USSR, bothered to raise their voices in question about those "high principles and norms which the Soviet Union upholds in the international arena" when their troops moved into Afghanistan.

Just to give you an idea of the tenor of this socialist creed, the "World Press Freedom Committee" is an "agent of imperialism" and has "set about brainwashing journalists from the developing countries, inviting them by the hundred to take up various study courses or to make 'acquaintance trips' to the United States."

One of the more interesting statistics provided by Novosti in this literature is that "in 1978 *Pravda* received 570,433 letters—100,000 more than in 1977." The identical figure appears in two pieces of literature. *Izvestia* and *Trud* are said to receive almost as many.

"Readers write to their newspaper not only to give their opinion of a particular newspaper item or to express their views on current developments," it is said. We wonder if any of them have expressed an adverse opinion on the Afghan takeover, or if they even know about it."

## Over \$50,000 raised for INAE Foundation

Contributions from over 160 newspapers, groups, foundations, and individuals to the INAE Foundation, Inc., topped \$50,000 in mid-December, according to Schools & Colleges Committee Chairman Ted Sondag.

The Foundation was established as a charitable organization by the IRS to collect and administer funds for the INAE "Educate the Educator" project. This program will place newspaper advertising instructional materials in colleges and universities across the United States.

The first phase is now underway as sets of the AdConcepts 79 presentations and copies of the Creative Newspaper have been purchased and distributed free of charge to an initial group of 100 colleges and universities from across the country with established advertising sequences. Sondag, the advertising director of the *Lansing (MI) State Journal*, said that continued support of the Foundation from newspapers will result in the offering of additional aids and materials.

## Past Week's Range of Stock Prices

### NEWSPAPERS

	One Year Ago
Affiliated Publications (AMEX)	1/9 1/2 21
Blue Chips Stamps (OTC)	30/4 30/4 18%
Capital Cities Comm (NYSE)	47/4 48/4 43
Cowles Comm (NYSE)	22/8 23/8 31
Dow Jones (NYSE)	40/4 39 33 1/2
Early Calif Industries (OTC)	8 1/2 8 1/2
Gannett (NYSE)	47/4 47/4 40%
Gray Comm (OTC)	44/4 44 23 1/2
Harte-Hanks (NYSE)	27/4 26/4 24 1/4
Jefferson Pilot (NYSE)	29/2 29/2 31
Knight-Ridder (NYSE)	25 25 1/2 23 1/4
(a) Lee Enterprise (NYSE)	24 1/4 24 1/4 23 1/2
Media General (AMEX)	24 1/2 25 1/2 19 1/4
Media Investment (OTC)	54 54 57
Multimedia (OTC)	34 34 25%
New York Times (AMEX)	24 23 24 26%
Panax (OTC)	6 1/2 6 1/2 5 1/2
(b) Post Corp. (Wis) (AMEX)	19 1/2 19 1/2 18 1/2
Quebecor (AMEX)	11 1/4 11 1/4 10
Stauffer Communications	27 1/2 27 1/2 38
Thomson Newspapers (CE)	13 1/2 13 1/2 15 1/2
Times Inc (NYSE)	46 47 1/2 42 1/2
Times Mirror (NYSE)	36 1/2 36 1/2 32%
Toronto Sun (CE)	13 1/2 13 1/2 13%
Torstar (CE)	21 1/4 22 18 1/2
(c) Washington Post (AMEX)	20 1/2 20 25 1/2
(a) Stock split 3 for 2, effective 10/31/78	
(b) Stock split 2 for 1, effective 11/30/78	
(c) Stock split 2 for 1, effective 12/27/78	

### SUPPLIERS

Abitibi (CE)	20 1/2 19 1/4 18 1/2
Allied Chemical (NYSE)	48 48 50 N/A
Altair (OTC)	4 1/2 4 1/2 4 1/2
AM Int'l (NYSE)	18 1/2 14 1/2 23 1/2
Boise Cascade (NYSE)	33 34 29 1/2
Compugraphic (NYSE)	41 40 41 1/2
Consol. Bath (Mont)	15 1/2 14 1/4 N/A
Crown Zellerbach (NYSE)	46 42 47 32 1/2
Digital Equipment (NYSE)	68 1/2 67 1/2 55 1/2
Domtar (AMEX)	20 1/2 20 22
Dow Chemical (NYSE)	32 1/2 32 1/2 25 1/2
Eastman Kodak (NYSE)	48 1/2 48 1/2 61 1/2
Georgia Pacific (NYSE)	25 1/2 26 1/2 24 1/2
Grace, W.R.	39 1/2 40 26 1/2
Great Lake Forest (CE)	47 46 1/2 N/A
Great N. Nekoosa (NYSE)	33 32 1/2 33 1/2
Harris Corp (NYSE)	36 1/2 33 1/2 31 1/2
Hunt Chem (NYSE)	11 1/2 11 1/2 12 1/2
International Paper (NYSE)	37 1/2 36 1/2 38 1/2
Itel Corp (NYSE)	30 1/2 27 1/2 19 1/2
Kimberly Clark (NYSE)	41 1/2 40 1/2 44 1/2
LogElectronics (OTC)	14 1/4 14 1/4 11 1/4
Logicon (AMEX)	19 1/4 19 1/2 12 1/2
MacMillan Bloedel (CE)	26 26 1/2 25 1/2
Minnesota Min. & Mfg	49 1/2 50 1/2 61 1/2
Raytheon (NYSE)	73 1/2 66 1/2 49 1/2
Rockwell Int'l (NYSE)	48 47 1/2 35 1/2
St. Regis (NYSE)	30 1/2 30 1/2 28 1/2
Southwest Forest Ind. (NYSE)	15 1/2 15 1/2 13 1/2
Sun Chemical (NYSE)	27 1/2 27 25 1/2
Visual Graphics Corp. (AMEX)	4 1/2 5 N/A
Volt Info. (OTC)	29 28 1/2 N/A

## Ad estimator dies

Dick Martwick, 48, manager of marketing and economic services for the Newspaper Advertising Bureau, Inc., was found dead January 6 in his New York home. Martwick compiled the monthly newspaper ad revenue estimates for the bureau.

*John A. Park, Jr.  
and Company*

Expertise in Handling

**Media  
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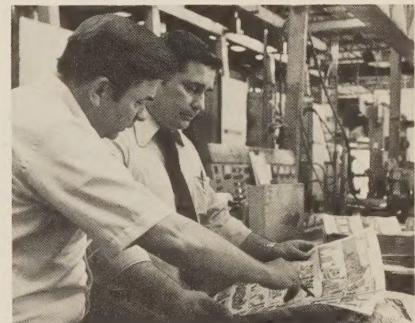
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Throughout the industry, plants of all sizes, from smallest to largest, are discovering the Western FRONT PAGE plate.

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**We look forward to being of service to you. If you would like a Western Technical Representative to call, just phone our toll free number 800-325-3310.**

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**STONE**

**MEEMAN**

**HOWARD**

## **Have you begun to prepare entries for these important awards?**

**WALKER STONE FOR EDITORIAL WRITING:** Named for the late editor-in-chief of Scripps-Howard Newspapers, and given for outstanding achievement in 1979 in the field of newspaper editorial writing. There is a \$1000 cash prize and plaque, and a second prize of \$500. Postmark deadline for entries: Feb. 1.

**EDWARD J. MEEMAN FOR CONSERVATION REPORTING:** Prizes totaling \$8500 will be awarded. There will be one grand prize of \$2500 and plaque, with the remaining \$6000 to be divided into two categories, one for reporters on papers with more than 100,000 circulation, and the other to reporters on papers with less than 100,000. Two prizes in each category; one of \$2000 and another of \$1000. Work must have been published in a newspaper in 1979. Postmark deadline: Feb. 15.

**ROY W. HOWARD FOR PUBLIC SERVICE REPORTING:** Given for outstanding public service by newspapers, TV, and radio stations during 1979. Two bronze plaques and cash grants not to exceed \$2500 will be awarded, one to a newspaper and one to a TV or radio station. Three runnerup prizes of \$1000 will be awarded, one to a newspaper, one to a TV station, and one to a radio station. Address all entries to The Scripps-Howard Foundation at its New York address below. Postmark deadlines: For broadcast entries, Feb. 1; for newspaper entries, March 1.

**Scripps-Howard Foundation**

200 Park Avenue, New York, N.Y. 10017

